



## World Heritage and Sustainable Tourism



## Context

Tourism can be a driver for preservation and vehicle for sustainable development if undertaken responsibly

OUV needs to be protected but the concept and significance is less understood.

Making tourism stakeholders - States Parties, tourism industry, visitors, local communities - aware of and appreciate the heritage values is key to presenting the World Heritage properties.

*'Creating new partnership models to leverage the power of the tourism industry to support conservation of World Heritage sites and grow local economies...'*

**Muscat Declaration on Tourism and Culture Fostering Sustainable Development (2017)**



**World Heritage and Sustainable Tourism**



**Opportunities and Challenges**

Established networks and well-developed relationships for partnership

Opportunities for sharing good practice nationally, regionally, internationally

Failure to take into consider longer term costs

Institutional arrangements failing and inadequate policy development

Lack of ownership by local authorities and civil society

Lack of capacity development to manage



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## Policy Orientation

Tourism development and visitor activities contribute to and do not damage the protection, conservation, presentation and transmission of OUV.

Tourism that generates sustainable socio-economic benefits to communities in ways that are consistent with the conservation of the properties.

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## Policy Orientation

Site management should understand the relevant tourism supply chain and broader tourism destination issues, including congestion management and the quality of life for local people.

Planning for tourism development and visitor activity should be undertaken in an inclusive and participatory manner

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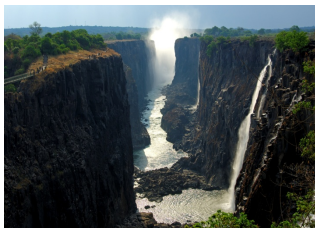
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### Policy Orientation

Tourism infrastructure and visitor facilities should be carefully planned, sited, designed, constructed with no adverse impacts to OUV

Tourism management systems should have sufficient skills, capacities and resources to ensure the protection and presentation of OUV and respect for local communities.

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### Policy Orientation

Relevant public agencies and Site Management should apply a sufficient proportion of the revenue derived from tourism and visitor activity to ensure the protection, conservation and management of their heritage values.

Tourism infrastructure development and visitor activity should contribute to local community empowerment and socio-economic development



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## Do's

Focus on enhancing public spaces and protecting natural and cultural resources

Maintain social networks and encourage cultural diversity

Manage tourism sustainably with several spheres of activity

Capitalise on political will and interest

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## Do's

Link historic districts with wider urban and regional development

Put local communities at the heart of revitalisation projects, building extensive public awareness and participation

Improve living and working conditions for the inhabitants

Undertake EIA and HIA for all infrastructure projects

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## Dont's

Evict the local population (residents and traditional merchants)

Hinder traditional occupations or suppress existing trade

Contribute to the fragmentation of urban social networks

Build infrastructure that will negatively impact OUV

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## Dont's

Isolate the historic district from the rest of the city

Preserve the built heritage without the participation of the residents, or without an appropriate assessment of the impacts on the entire city

Develop tourism as the sole economic activity

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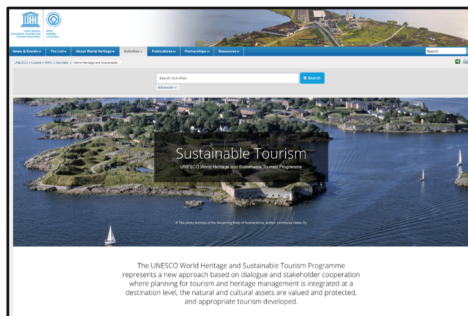
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## Plans and Actions

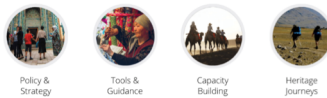
### Develop initiatives that:

- Foster and create networks for multi-stakeholder collaboration
- Support the capacity development of site managers and encourage stakeholder engagement / public engagement
- Support the development of quality tourism products and services
- Encourage responsible behaviour by promoting the Outstanding Universal Value of World Heritage and the need to protect the values

## World Heritage Sustainable Tourism Programme



### Focus Areas

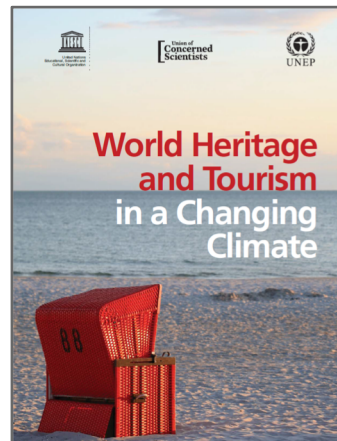


Policy & Strategy


Tools & Guidance

Capacity Building


Heritage Journeys







United Nations  
Educational, Scientific and  
Cultural Organization



World  
Heritage  
Convention


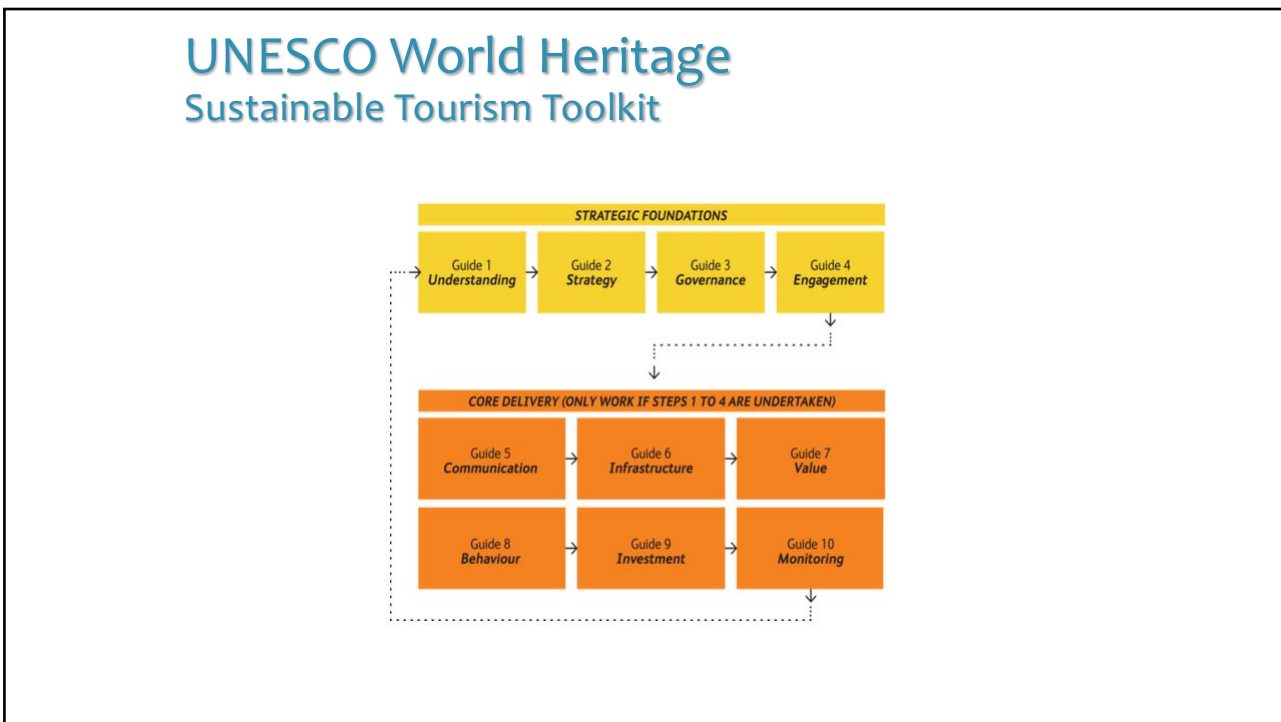
English  
Français

## Welcome to the UNESCO World Heritage Sustainable Tourism Toolkit

Sustainable planning and management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention today and is the focus of the UNESCO World Heritage and Sustainable Tourism Programme.

These 'How To' guides for World Heritage Site managers and other key stakeholders will enable a growing number of World Heritage Site communities to make positive changes to the way they proactively manage tourism.

How to use this toolkit →

## World Heritage and Sustainable Tourism



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## Cases Studies

### 4 Africa Nature sites:

- Lake Malawi National Park, Malawi
- Maloti Drakensburg National Park South Africa and Lesotho
- Mosi-oa-Tunya/Victoria Falls Zimbabwe and Zambia
- Ngorongoro Conservation Area Tanzania

### 3 South East Asian sites:

- Melaka and George Town, the Historic Cities of the Straits of Malacca, Malaysia
- Rice Terraces of the Philippine Cordilleras
- Cultural Landscape of Bali Province: the Subak System as the Manifestation of the Tri Hita Karana Philosoph, Indonesia.









## UNESCO World Heritage Journeys in the European Union

### Project Objectives:

- Raise the global profile of Europe as a cultural heritage destination through World Heritage sites
- Support sustainable growth of global, regional and domestic tourism in the EU
- Contribute towards safeguarding Europe's cultural heritage
- Increase length of stay and encourage dispersal of visitors into less visited areas
- China main target market for 2018 EU/China Tourism Year



## UNESCO World Heritage Journeys

700+ pages of curated content:

- Amazing Destinations
- Unforgettable Experiences
- Engaging Stories
- Compelling Images and Video
- Interactive Maps and Itineraries
- Useful Travel Information
- Travel Trade and Media resources
- Tools for World Heritage site managers

> VisitEUWorldHeritage.com




### VMAT - Basic Assessment Management for the protection of heritage values (OUV)



A. Site Management: Demonstrate an effective and sustainable management system

Key governance and management elements	
A1	Governance
A2	Site management system
A3	Available resources
A4	Inventory of assets and visitor attractions
A5	Visitor management strategy
A6	Visitors to the site and their financial contribution
A7	Visitor facilities, infrastructure and services
A8	Visitor volumes
A9	Monitoring of visitor related activities and impacts
A10	Communication, information and interpretation of heritage values
A11	Capacity building of local stakeholders
A12	Collaboration with the tourism sector
A13	Coordination within the broader tourism destination



### VMAT - Basic Assessment Management for the protection of heritage values (OUV)

**A. Site Management: Demonstrate an effective and sustainable management system**

#### A1 Governance Achievement

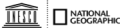

*Action: Ensure there are clearly defined, legitimate, accountable and functional governance arrangements for protecting the site.*


ACHIEVEMENT INDICATOR	RATING	DESCRIPTION
a. There are clearly defined, legitimate, accountable and functional governance arrangements for the protection of the site.	<input type="text" value=""/>	<input type="text" value="Describe"/>
b. Interests of rights-holders and key stakeholders are considered and addressed in decision-making processes. (Cnf X)	<input type="text" value=""/>	<input type="text" value="Describe"/>
c. Legislative and regulatory measures at national and local level are effective to protect the values of the site.	<input type="text" value=""/>	<input type="text" value="Describe"/>
Upload relevant documentation	<input type="button" value="Select"/>	<input type="text" value="Describe"/>

#### A2 Site management system

*Action: Ensure an appropriate site management system for the protection of the values of the site.*

ACHIEVEMENT INDICATOR	RATING	DESCRIPTION
a. The site has a multi-year documented management system or management plan in line with the Operational Guidelines .	<input type="text" value=""/>	<input type="text" value="Describe"/>
b. The management system/plan includes clear short-, medium- and long-term management objectives.	<input type="text" value=""/>	<input type="text" value="Describe"/>
- The management plan was developed and is implemented with broad stakeholder participation.	<input type="text" value=""/>	<input type="text" value="Specify"/>
c. The site management system/plan is integrated in local government's wider policy and planning instruments.	<input type="text" value=""/>	<input type="text" value="Describe"/>
d. The management system/plan includes measures to protect the values of the site from negative impacts from tourism and visitation.	<input type="text" value=""/>	<input type="text" value="Describe"/>
Upload relevant documentation	<input type="button" value="Select"/>	<input type="text" value="Describe"/>



### VMAT - Basic Assessment Management for the protection of heritage values (OUV)

**A. Site Management: Demonstrate an effective and sustainable management system**

#### A8 Visitor volumes

*Action: Manage visitor volumes in the site.*

ACHIEVEMENT INDICATOR	RATING	DESCRIPTION
a. Visitor volumes are measured, monitored and recorded. Information is verifiable and available.	<input checked="" type="checkbox"/> Yes <input type="text" value=""/>	<input type="text" value="Specify"/>
b. The management system includes budgeted activities to manage visitor volumes in the site.	<input checked="" type="checkbox"/> Yes <input type="text" value=""/>	<input type="text" value="Specify"/>
- A standards-based management framework is applied to balance visitation volumes and conservation (i.e. visitor use limits).	<input checked="" type="checkbox"/> Partly <input type="text" value=""/>	<input type="text" value="Specify"/>
- Visitor facilities, infrastructure and services are planned as a result of a detailed analysis to optimize visitor volumes.	<input checked="" type="checkbox"/> Partly <input type="text" value=""/>	<input type="text" value="Specify"/>
c. Site management authorities regularly inform relevant stakeholders on accessibility to and within the site (e.g. signage, maps, apps).	<input checked="" type="checkbox"/> Yes <input type="text" value=""/>	<input type="text" value="Specify"/>
d. Site management authorities regularly implement capacity building activities for relevant stakeholders on how to contribute to the management of visitor volumes in the site.	<input checked="" type="checkbox"/> No <input type="text" value=""/>	<input type="text" value="Specify"/>
e. Site management authorities collaborate with the tourism sector operating in the site to manage visitor volumes.	<input checked="" type="checkbox"/> Partly <input type="text" value=""/>	<input type="text" value="Specify"/>
- Enterprises and/or visitors are enabled and/or incentivised to comply with or support relevant strategies.	<input checked="" type="checkbox"/> Yes <input type="text" value=""/>	<input type="text" value="Specify"/>
f. Management of visitor volumes in the site is integrated with a wider system for the broader tourism destination.	<input checked="" type="checkbox"/> Partly <input type="text" value=""/>	<input type="text" value="Specify"/>
- Management of visitor volumes in the site is integrated with a wider system for the broader tourism destination.	<input checked="" type="checkbox"/> Partly <input type="text" value=""/>	<input type="text" value="Specify"/>
Upload relevant documentation	<input type="button" value="Select"/>	<input type="text" value="Describe"/>

