



World Heritage and Tourism

Preserving our Heritage Resources



“Convention Concerning the Protection of the World Cultural and Natural Heritage”

Intergovernmental legal instrument to identify and conserve cultural and natural sites of “Outstanding Universal Value”



- Adopted in 1972
- 184 signatory countries (95% participation)
- 660 cultural , 166 natural and 25 mixed properties

How does it work?

Countries ...

- agree to protect the sites
- elect the WH Committee (composed of 21 countries)

The WH Committee ...

- establishes the rules of operation
- decides what sites go on WH List
- decides what sites go on the List of WH in Danger, or off the list altogether
- monitors the status of WH sites



How does a site get on the List?

Country proposes site for nomination and prepares extensive nomination proposal

IUCN & ICOMOS carry out technical assessment to determine if proposed site:

- meets at least one of the inscription criteria
- is well managed and protected
- has Outstanding Universal Value

The WH Committee:

- accepts, rejects or refers the nomination for refinement

MONITORING THE STATE OF CONSERVATION

- Periodic Reporting (6 years, Tracking Tool)
- Reactive Monitoring, site visits
- Unsolicited reports



Example of the WH Committee request for action

Draft Decision:

The World Heritage Committee,

Regrets that plans for hydroelectric dams adjacent to the property's boundaries have not been communicated to the World Heritage Centre, as per article 172 of the Operational Guidelines;

Notes with concern that the Outstanding Universal Value of the property may be at risk from these dams, from poaching, and from encroachment by local farmers on both sides of the international boundary;

Requests the States Party of X and X to submit to the World Heritage Centre by 1 February 2008 a joint report on the state of conservation of the property, including the implications of the proposed hydroelectric dams on the aquatic biodiversity of the X watershed, the presence of incompatible land uses within the property's boundaries, updated information on poaching activities, and on the measures taken to deal effectively with these issues, for examination by the World Heritage Committee at its 32nd session in 2008;

INTERNATIONAL
Herald Tribune

Galapagos Islands, park in Senegal added to UNESCO's in danger heritage list (June 26, 2007)

**BBC
NEWS**

Putin orders oil pipeline shifted

Mr Putin said the route, which would have passed close to Lake Baikal, should move 40km north. (April 26, 2006)

The Washington Post

Everglades Off UNESCO Danger List (25 June 2007)

The MidEast News Source™
CONTENT ♦ CONTEXT ♦ CONFIDENCE



Oman Sanctuary – First Site to be Removed from UNESCO List (2 July 2007)

Machu Picchu

- 1998 - Gov of Peru informs WH Committee of a possible cable car concession
- 1999 IUCN/ICOMOS mission
- WH Committee urges the Gov of Peru not to take any decision on project - second IUCN-ICOMOS mission launched.
- Recommendations made against new construction, cable car construction.
- 2001 the Peruvian Gov cancels contract for the cable car concession.

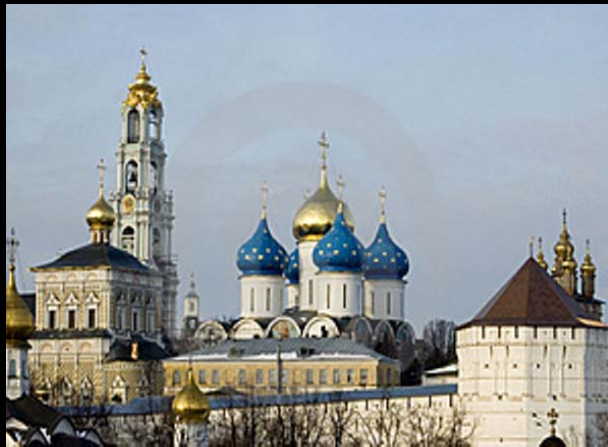


Sighisoara

- 2001 WH Centre received notice of plan to develop theme park near to the Sighisoara site, Dracula Land. Committee concerned may negatively impact the site and its WH values
- 2001 monitoring mission sent to evaluate the situation - conclusions:
 - An increase in tourists and vehicles would cause highly significant cultural impacts would be;
 - Important to overall site integrity to maintain the medieval city in a rural landscape setting - this would be damaged by large scale development;
 - No site management plan available;
- 2002 Romanian Gov makes decision to relocate the theme park closer to Bucharest. Following these actions WH provides international assistance for management plan.



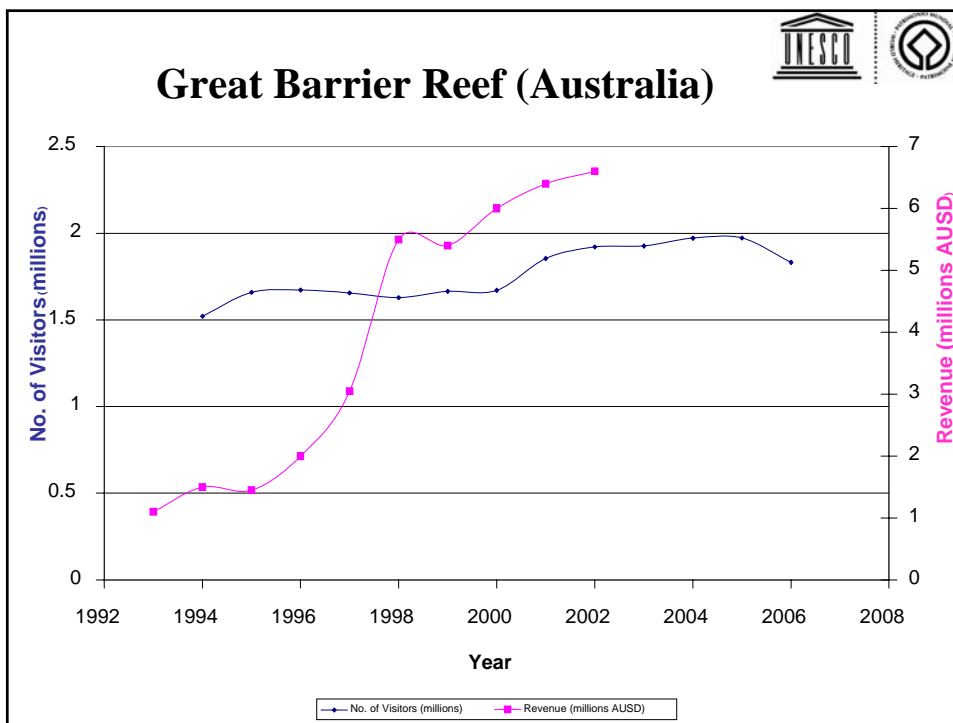
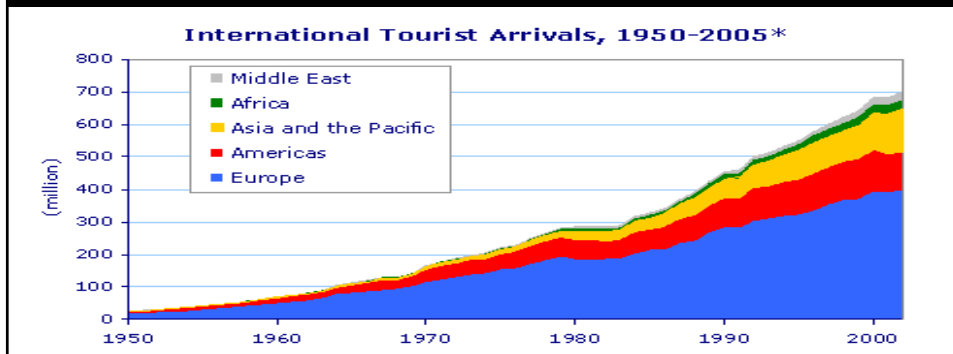
Tourism is an important management issue at the majority of WH sites



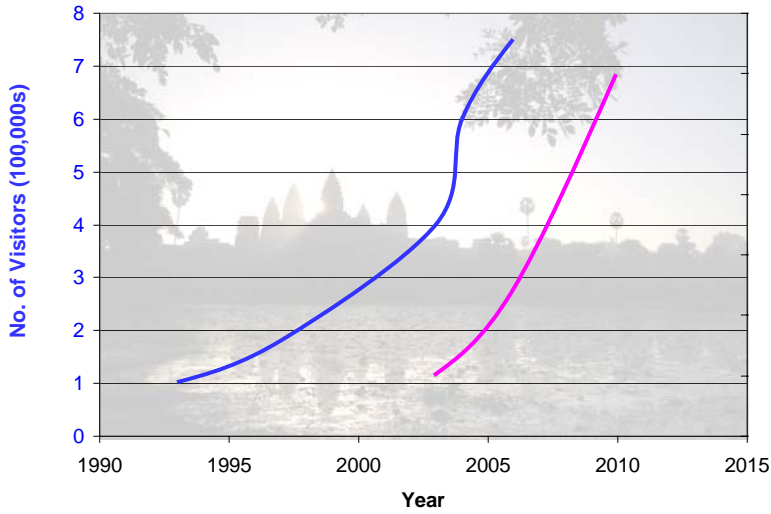
Growth of tourism



- Growth (4-5 % / yr)
- Growth of ecotourism and cultural tourism + 10 + 30 % /yr

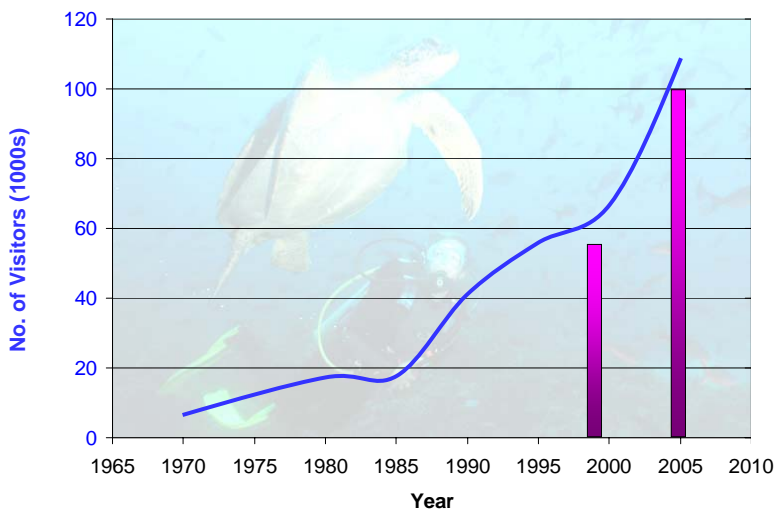


Tourism Statistics: Angkor



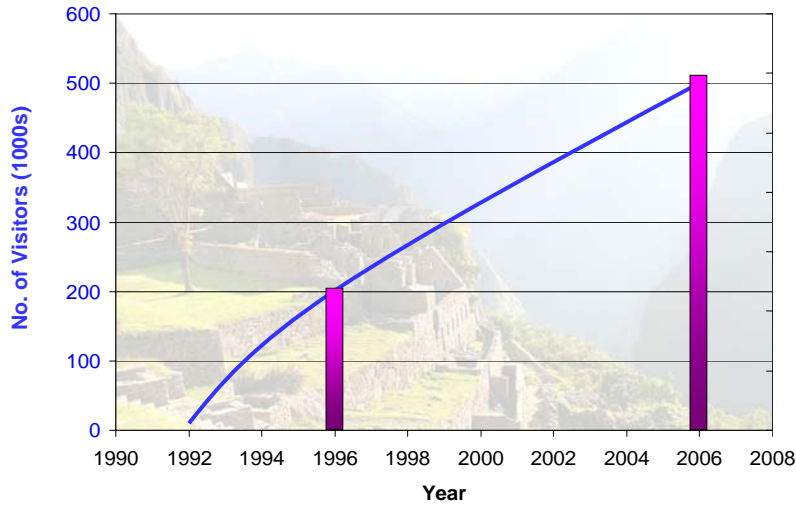
Source: Cambodia Ministry of Tourism, 2006

Tourism Statistics: Galapagos Islands



Source: Unidad de Turismo, GNP in Informe Galapagos, 2001-2002 (2002)

Tourism Statistics: Historic Sanctuary of Machu Picchu



Source: Sacred Land Film Project: Machu Picchu (<http://www.sacredland.org/>)

A growing awareness of
WH

An interest by
governments
in using the WH label to
promote economic
development (tourism
marketing)



- Growing interest of tourism companies in social responsibility activities. More companies are contacting us

Wet Tropics of Queensland



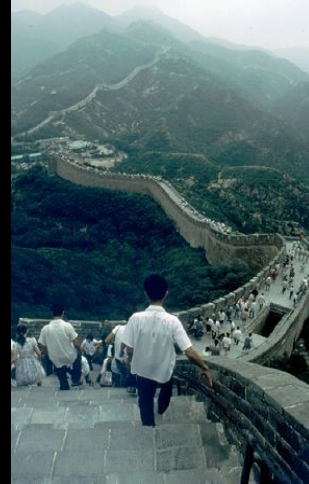
Management Challenges

- High visitation levels and associated impacts affecting WH values
- Construction at sites or in areas adjoining sites not appropriate with WH values
- Few sites have tourism management plans
- Data is needed at many sites on tourism numbers and visitor impacts



Management Challenges

- Lack of personnel to monitor impacts
- Few sites educate visitors and local people on WH and the site's importance
- Generating community economic benefits has been difficult.
- Unable to bring in the industry to help address critical WH site problems



Urban pressures



Sport Complex Development Pressures

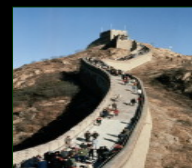


Two Main Domains of World Heritage Tourism Activities

1. The ongoing work of the WH Committee and advisory bodies, IUCN and ICOMOS

- issues related to tourism impacts

2. The World Heritage Tourism Programme
– policies and approaches to tourism management



The World Heritage Sustainable Tourism Programme



The WHC Sustainable Tourism Programme

Objectives

1. Building Site Management Capacity
2. Aiding Local Communities
3. Engaging the tourism industry



851 World Heritage Sites

Objective – Regional demonstration sites



7 general interventions



Reinforcing site management capacity;

Training locals so they can benefit;

Aiding marketing local products;

Generating community pride;

Supporting site financing actions;

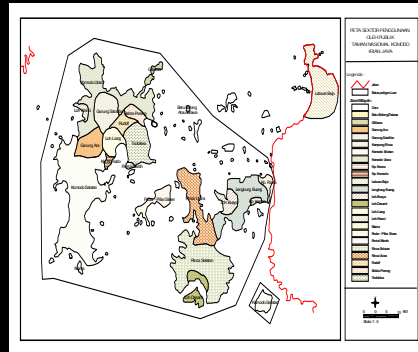
Sharing lessons learned;

Building tourism industry links.





Tourism/public use plans,
(preferably carried out before
inscription).



Training public use
coordinators



Facilitating Coordination between Ministries Central American WH Route - with SICA and the French Ministry of Tourism



Site financing – Training in mechanisms, identifying blocks



Using the UN to work with
government and the private sector
in supporting site financing policies
and programmes





Using tourism to help mitigate site pressures

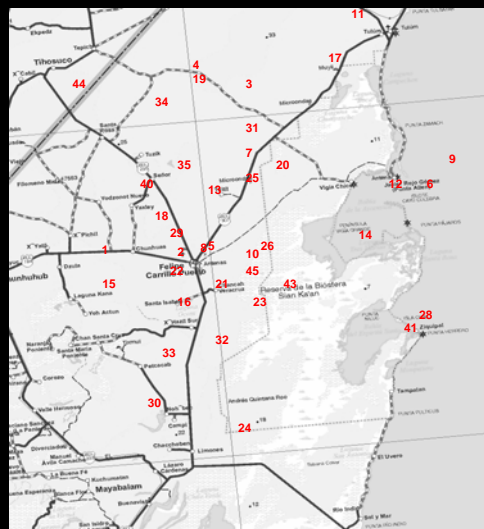
Facilitating community training

Poverty alleviation programmes linked to economic indicators but also site conservation improvement



Regional development

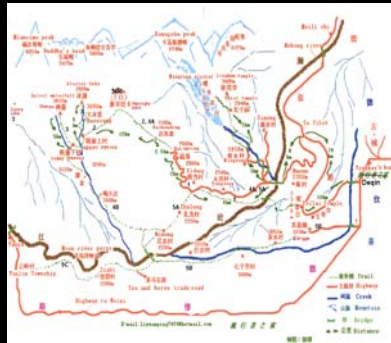
Supporting small business. Moving out the expertise of a trained small business to other satellite communities and businesses



A map of heritage attractions around a site



Spreading economic benefits and distributing visitation



WH sites as central promotional points or hubs



Expanded effort to familiarize
tour operators and hotels to the
existence of local products



Short term in-kind services
strengthening local capacities
after basic skill training.

Expedia Initiative



Encouraging awareness
raising of World Heritage



Jet Tours, REWE-Touristik
Expedia



Building increased
awareness of WH and low-
impact ways to visit a site



Engaging the industry to help solve difficult problems

– Sharing data (visitor preferences, problem areas etc.)

– destination councils



Building local pride

Icons of site pride and identity, e.g., endangered species – symbols to promote regional conservation



Conclusion



An overall need and opportunity to go beyond site inscription and use World Heritage status to aid site management and contribute to conservation through sustainable tourism

