

World Heritage and Sustainable Tourism Programme



United Nations
Educational, Scientific and
Cultural Organization

WORLD HERITAGE AND SUSTAINABLE TOURISM

Article 4 of the World Heritage Convention

“To identify, protect, conserve, present and transmit the cultural and natural heritage of Outstanding Universal Value (OUV) of World Heritage properties to future generations”



Article 5 of the World Heritage Convention

“adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community”.

UNESCO Guiding Principles...

Preserve, protect and present

Respect socio-cultural identity of host communities

Ensure sustainable, long-term development with benefits fairly distributed

Simple recipe...

1. Honest assessment of product
2. Protection of the outstanding universal value
3. Investment in appropriate and sustainable infrastructure that does not have a negative impact on OUV
4. Investment in storytelling/experiences
5. Bringing things together through story
6. Endorsement of story – global
7. Empower people/businesses
8. Keep doing it again and again



The key idea...

You can shape the tourism that affects you in the future – make it what you want and need it to be

World Heritage and Sustainable Tourism Programme



United Nations
Educational, Scientific and
Cultural Organization

Managing a site is complicated – this requires new ways of working...

1. Engage with all stakeholders
2. Promote a collective responsibility for changing things
3. Create effective governance and management models
4. Develop shared values and responsibilities

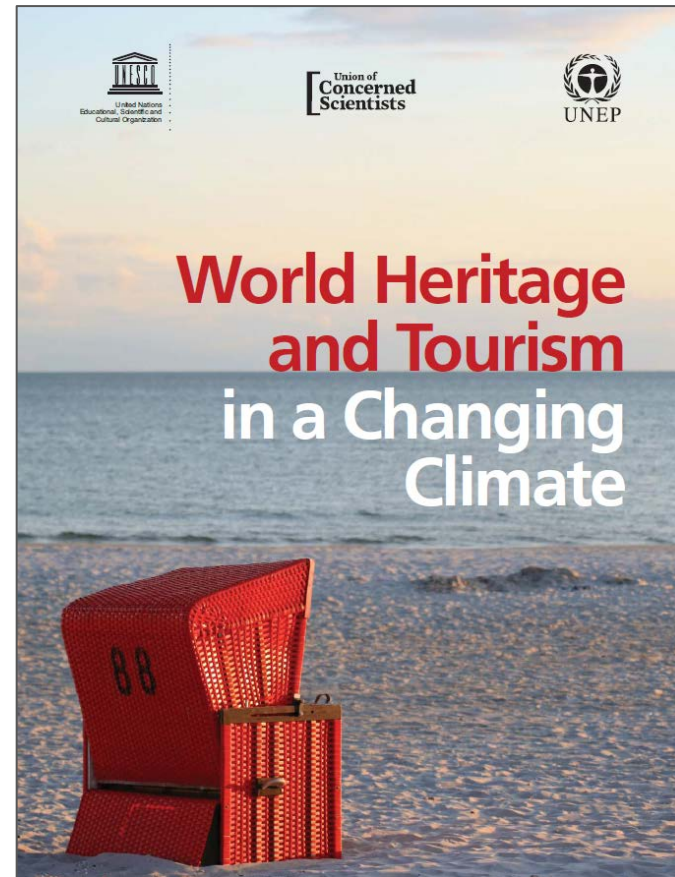
World Heritage and Sustainable Tourism Programme



United Nations
Educational, Scientific and
Cultural Organization

Policy guidance

Report on the increasing vulnerability of World Heritage sites to climate change impacts and the potential implications for tourism



World Heritage and Sustainable Tourism Programme



United Nations
Educational, Scientific and
Cultural Organization

Tools and Strategy Development

Direction and guidance to effectively manage tourism at the World Heritage sites

The screenshot shows the website for the UNESCO World Heritage Sustainable Tourism Toolkit. At the top, there are logos for the United Nations Educational, Scientific and Cultural Organization and the World Heritage Convention. Below the logos is a search bar and a navigation menu with the following items: Home, How to use this guide, Guide 1: Understanding, Guide 2: Strategy, Guide 3: Governance, Guide 4: Engagement, Guide 5: Communication, Guide 6: Infrastructure, Guide 7: Value, Guide 8: Behaviour, Guide 9: Investment, Guide 10: Monitoring, and Resource library. The main content area is titled 'How to use this guide' and contains the following text: 'These easily accessible 'How To' guides are focused on best practice approaches to sustainable economic development through tourism. The first of their kind, the 'How To' resources offer direction and guidance to managers of World Heritage tourism destinations and other stakeholders to help identify the most suitable solutions for circumstances in their local environments and aid in developing general know-how for the management of each destination.' Below this text is a paragraph: 'The 'How To' guides bring best practice knowledge to the full WH community, so that site managers, tourism professionals, conservation professionals, and communities around the world understand the possibilities of sustainable tourism and what key issues have already been achieved. These resources are a valuable asset to site managers in particular, who often lack the tools and know-how to effectively manage and maximise tourism benefits, while minimising its negative impacts.' This is followed by another paragraph: 'Our series of guides have been structured as a step-by-step process for site managers.' Below this are two bullet points: 'Guides 1-4 establish the basic foundations for sustainable tourism (these are coloured yellow).', and 'Guides 5-10 are tailored to more specific issues, which will have greater relevance at some sites than at others (these are coloured orange).' At the bottom of the main content area, there is a paragraph: 'We recommend that site managers explore each guide, however, as sustainable tourism is a holistic process, addressing all issues in a strategic manner.' To the right of the main content area, there is a section titled 'Global good practice examples' which features a grid of small images showing various World Heritage sites. Below this grid is a larger image of a whale resting on a beach. At the bottom right, there is a section titled 'Discussion forum' with a background image of a stone archway.

UNESCO World Heritage Sustainable Tourism Toolkit

Search the site

Home

How to use this guide

Guide 1: Understanding

Guide 2: Strategy

Guide 3: Governance

Guide 4: Engagement

Guide 5: Communication

Guide 6: Infrastructure

Guide 7: Value

Guide 8: Behaviour

Guide 9: Investment

Guide 10: Monitoring

Resource library

How to use this guide

These easily accessible 'How To' guides are focused on best practice approaches to sustainable economic development through tourism. The first of their kind, the 'How To' resources offer direction and guidance to managers of World Heritage tourism destinations and other stakeholders to help identify the most suitable solutions for circumstances in their local environments and aid in developing general know-how for the management of each destination.

The 'How To' guides bring best practice knowledge to the full WH community, so that site managers, tourism professionals, conservation professionals, and communities around the world understand the possibilities of sustainable tourism and what key issues have already been achieved. These resources are a valuable asset to site managers in particular, who often lack the tools and know-how to effectively manage and maximise tourism benefits, while minimising its negative impacts.

Our series of guides have been structured as a step-by-step process for site managers.

- Guides 1-4 establish the basic foundations for sustainable tourism (these are coloured yellow).
- Guides 5-10 are tailored to more specific issues, which will have greater relevance at some sites than at others (these are coloured orange).

We recommend that site managers explore each guide, however, as sustainable tourism is a holistic process, addressing all issues in a strategic manner.

English
Français

Global good practice examples

Discussion forum

World Heritage Journeys in Europe project

Creating thematic journeys to foster heritage based sustainable tourism development

