CULTURAL HERITAGE & SUSTAINABLE TOURISM
Cultural Heritage and Sustainable Tourism

UNESCO Culture Conventions as tools to ensure sustainability

World Heritage Convention

- 193 States parties
- 1073 Properties inscribed
“To identify, protect, conserve, present and transmit the cultural and natural heritage of Outstanding Universal Value (OUV) of World Heritage properties to future generations”
Operational level:

- Policies
- Planning
- Capacity-building
- Local communities
- Dialogue & Coordination of public-private stakeholders
- Cooperation among international organizations
World Heritage and Sustainable Tourism Programme

Vision

World Heritage and tourism stakeholders share responsibility for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management.

Mission

Facilitate the management and development of sustainable tourism at World Heritage properties through fostering increased awareness, capacity and balanced participation of all stakeholders in order to protect the properties and their Outstanding Universal Value.
World Heritage and Sustainable Tourism Programme

Focus areas

Policy & Strategy

Tools & Guidance

Capacity Building

Heritage Routes
World Heritage and Sustainable Tourism Programme

Policy guidance

Developing a common sustainable tourism strategy along the Silk Roads Heritage Corridors in Central Asia and China
World Heritage and Sustainable Tourism Programme

Policy guidance

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

Sustainable Tourism Toolkit

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

Sustainable Tourism Training workshops for World Heritage site managers in Africa and Southeast Asia
World Heritage and Sustainable Tourism Programme

Capacity Building

Sustainable tourism strategy for cultural landscape of Bali province
World Heritage Journeys in Europe project

Creating thematic routes to foster heritage based sustainable tourism development
World Heritage Journeys in the European Union

Background:
• Over 350 UNESCO World Heritage properties in the EU
• World Heritage important tourism drawcard for showcasing the EU’s history and cultural diversity
• Opportunity to address ‘overtourism’ by promoting World Heritage sites in regional EU
• Need for improved, collaborative promotion of World Heritage sites in EU
• Unique opportunity for collaboration between EU, UNESCO and National Geographic
World Heritage Journeys in the European Union

Project Objectives:

- Raise the global profile of Europe as a cultural heritage destination
- Support sustainable growth of European global, regional and domestic tourism
- 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
Brand Essence

Authenticity
- People – Culture – Stories – History
- Tradition – Arts – Crafts

Experiential
- Food & Drinks – Music
- Events – Recreation – Emotive

Shared Responsibility
- Pride – Stewardship – World Heritage
- Outstanding Universal Value – Resilience
Scalable Web Platform

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
Website Demo (click play)
Marketing Assets

- Social media profiles
- Digital banners and badges for partners
- Window decals for featured businesses
- Embeddable versions of website
- Images for media and trade use

Facebook page for VisitEUWorldHeritage
Digital banners and link badges
Window decal for featured attractions
Embedded in WeChat Mini-program
Embedded in NationalGeographic.com
Marketing Strategies

- ‘Travel differently, travel deeper’ campaign
- World Heritage Journeys video series
- Media partner activities with National Geographic
- Social media campaigns
- Travel trade show participation
- FAM trips for influencers and trade reps
- Photo exhibitions
- Books and other printed collateral
World Heritage and Sustainable Tourism

Thank You

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