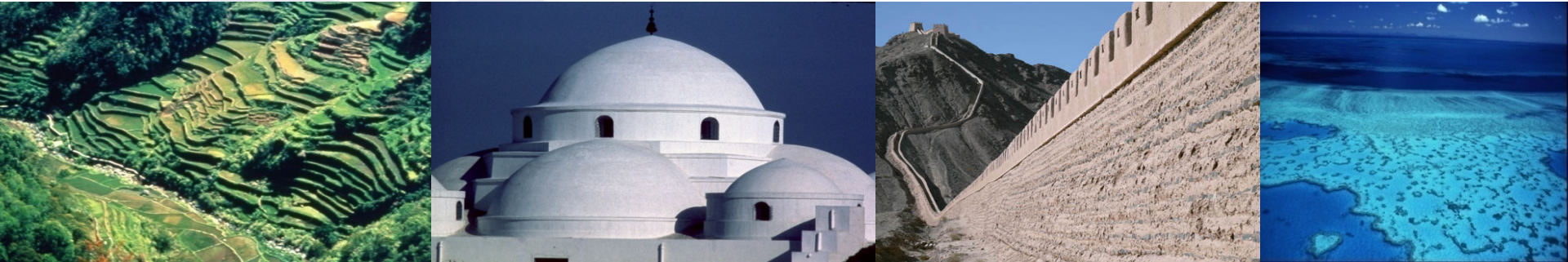




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Educational, Scientific and  
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# CULTURAL HERITAGE & SUSTAINABLE TOURISM



# Cultural Heritage and Sustainable Tourism



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## UNESCO Culture Conventions as tools to ensure sustainability

- ➔ **World Heritage Convention**
  - ✓ **193 States parties**
  - ✓ **1073 Properties inscribed**



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



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## Operational level:

- ❖ Policies
- ❖ Planning
- ❖ Capacity-building
- ❖ Local communities
- ❖ Dialogue & Coordination of public-private stakeholders
- ❖ Cooperation among international organizations



# World Heritage and Sustainable Tourism Programme



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## 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.**

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## Focus areas



Policy &  
Strategy



Tools &  
Guidance



Capacity  
Building



Heritage  
Routes

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## Policy guidance

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



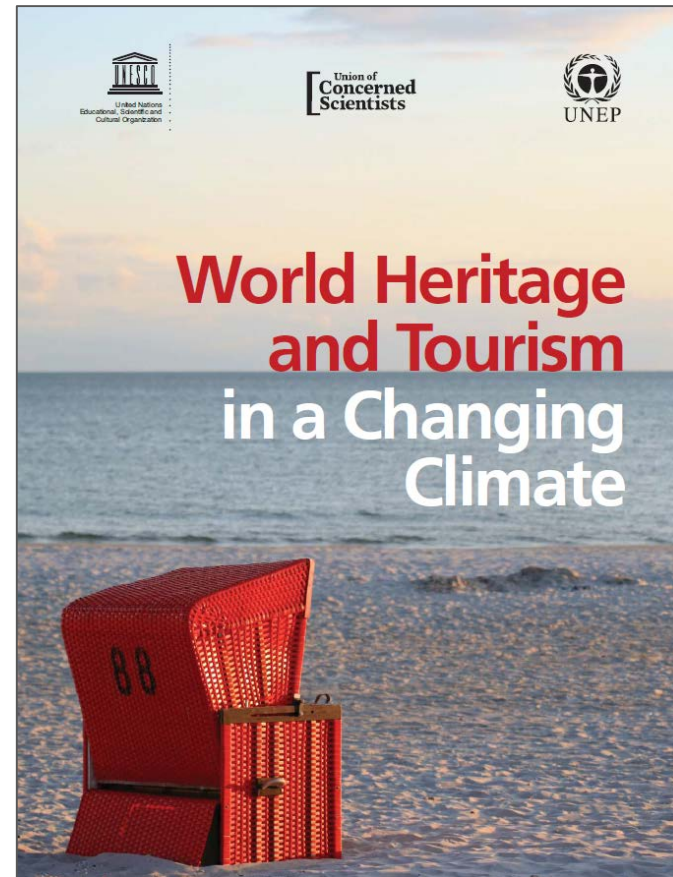
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## Policy guidance

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 pro-actively manage tourism.

How to use this toolkit →



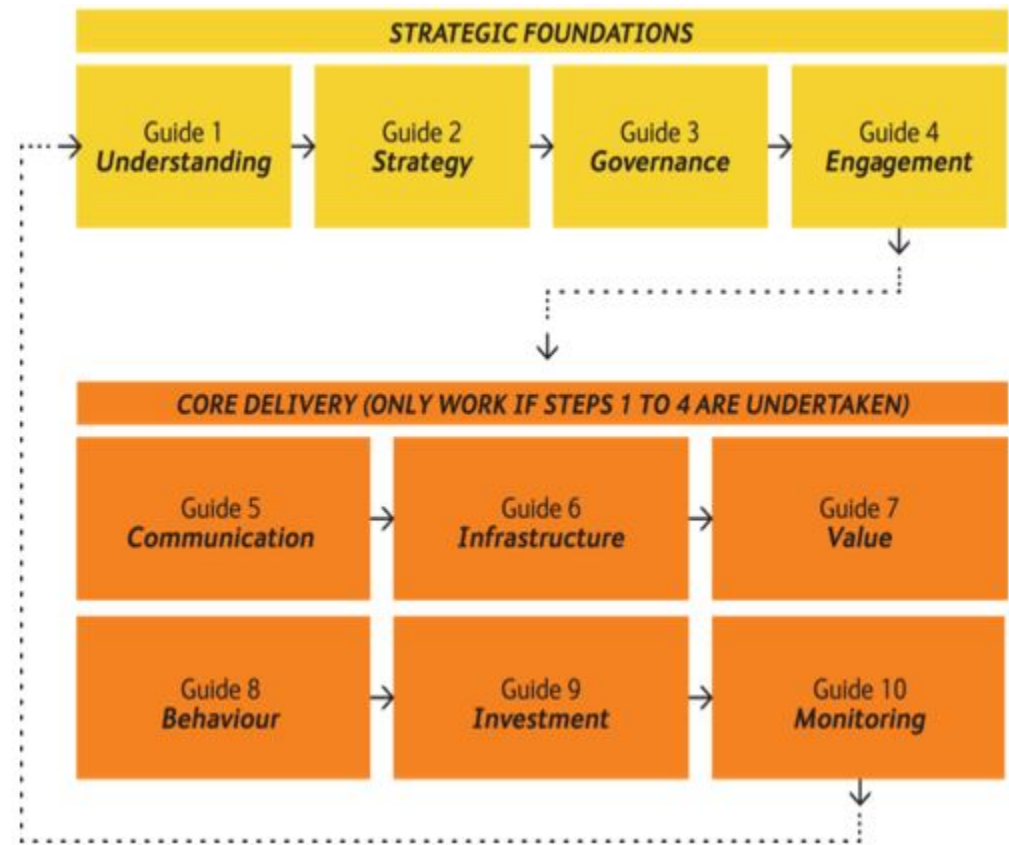
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## Sustainable Tourism Toolkit

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



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## Capacity Building Activities

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



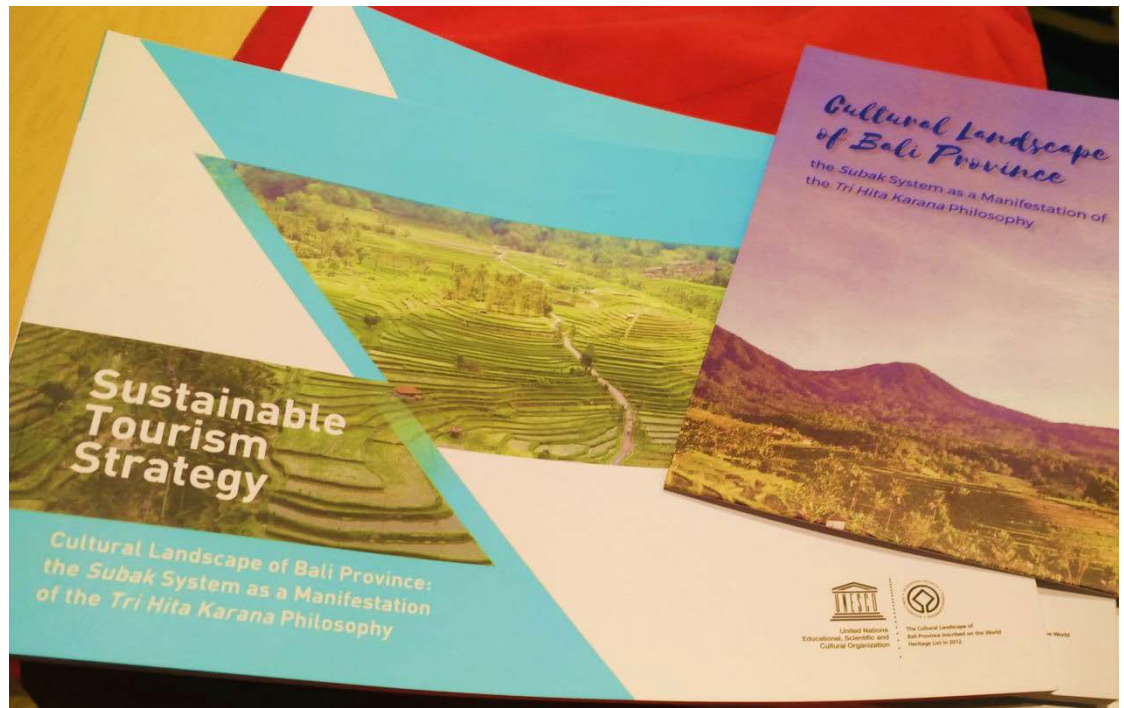
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## Capacity Building

Sustainable  
tourism strategy  
for cultural  
landscape of Bali  
province



## World Heritage Journeys in Europe project

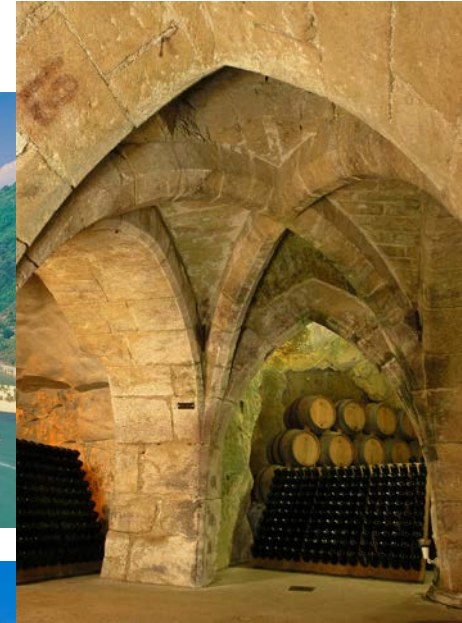
Creating thematic routes to foster heritage based sustainable tourism development



# World Heritage Journeys in the European Union

## Background:

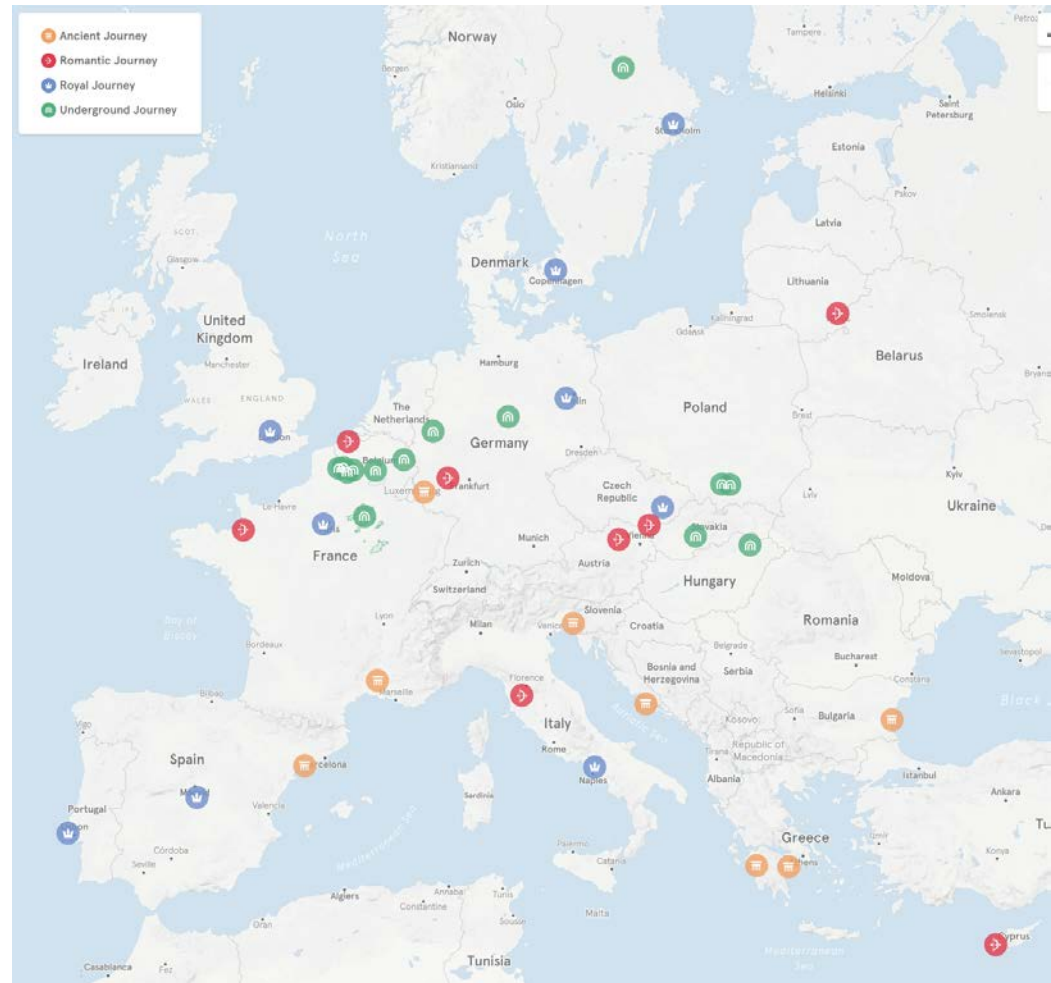
- Over 350 UNESCO World Heritage properties in the EU
- World Heritage important tourism drawcard for showcasing the EU's history and cultural diversity
- Opportunity to address 'overtourism' by promoting World Heritage sites in regional EU
- Need for improved, collaborative promotion of World Heritage sites in EU
- Unique opportunity for collaboration between EU, UNESCO and National Geographic



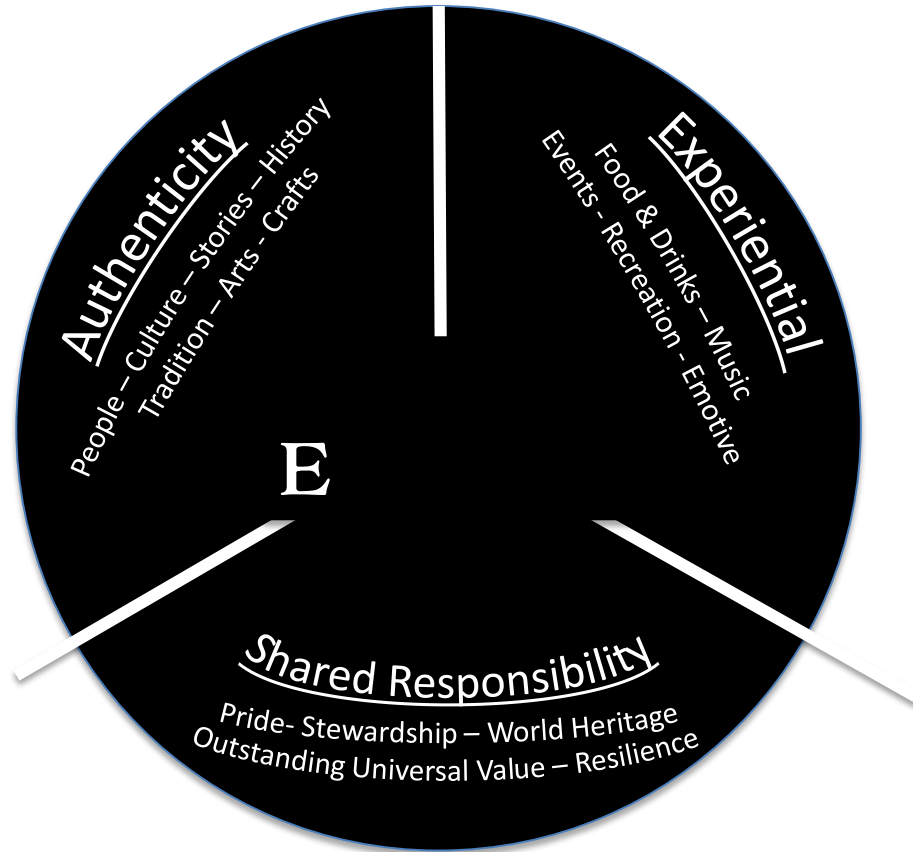
# World Heritage Journeys in the European Union

## 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



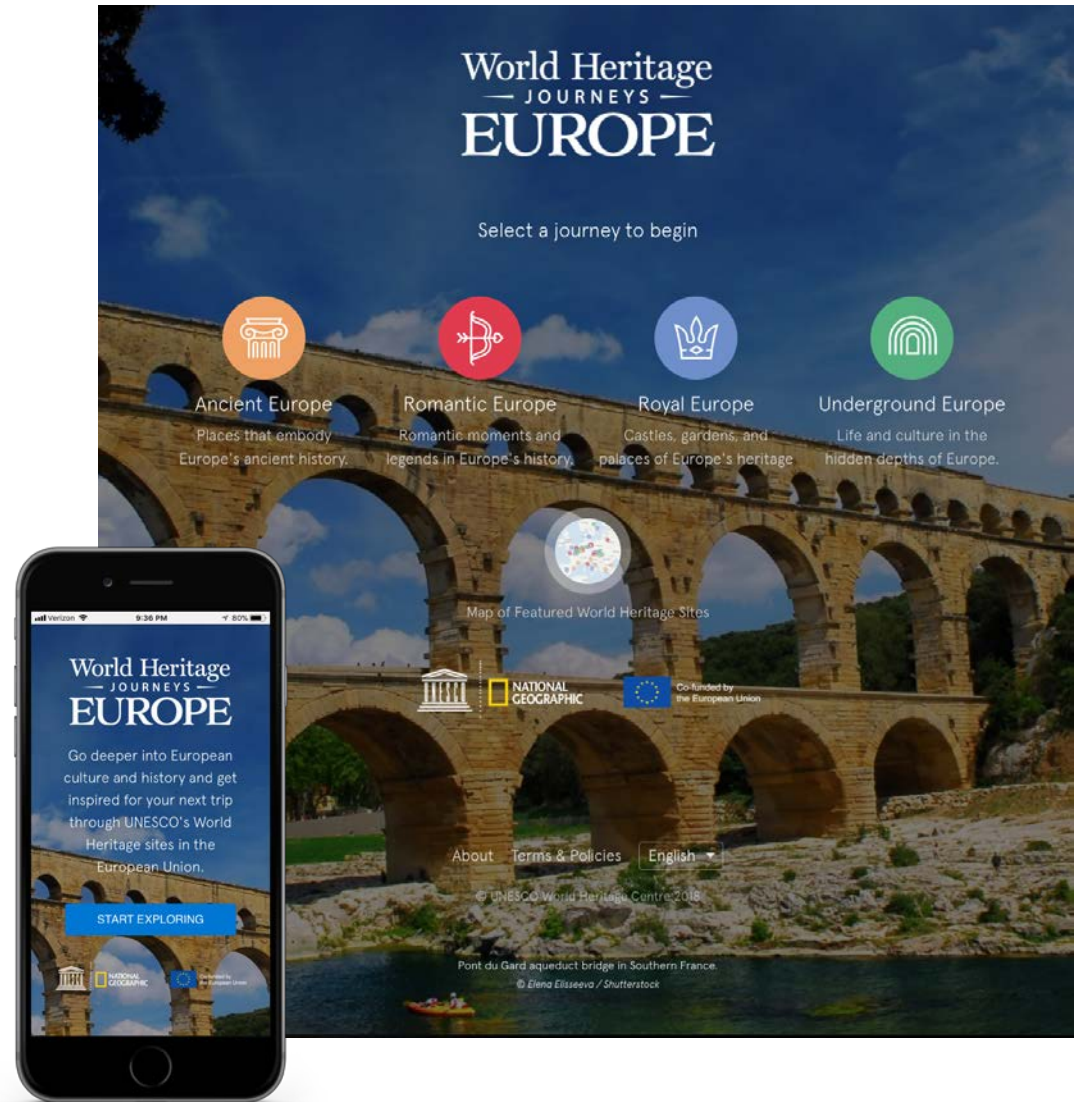


# Scalable Web Platform

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



# World Heritage

— JOURNEYS —

# EUROPE



Ancient  
*Europe*



Romantic  
*Europe*



Royal  
*Europe*



Underground  
*Europe*






# Website Demo (click play)

visitworldheritage.com

# World Heritage — JOURNEYS — EUROPE

Go deeper into European culture and history and get inspired for your next trip through UNESCO's World Heritage sites in the European Union.

[START EXPLORING](#)

   Co-funded by the European Union

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New castle and Calvary in Banská Štiavnica, Slovakia.  
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# Marketing Assets

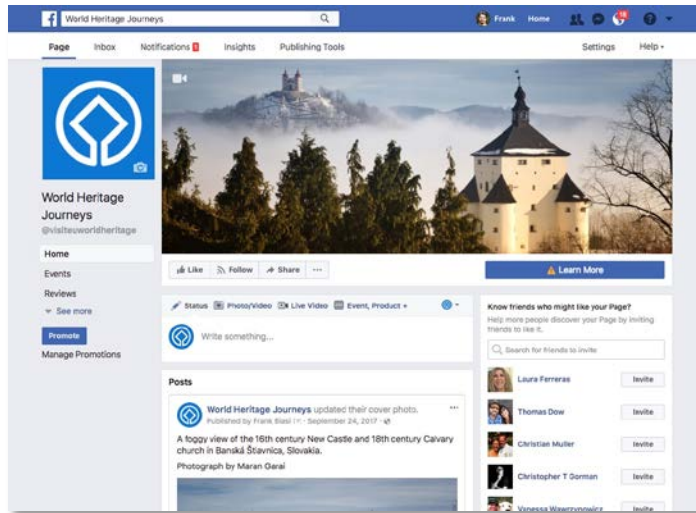
- Social media profiles
- Digital banners and badges for partners
- Window decals for featured businesses
- Embeddable versions of website
- Images for media and trade use



Digital banners and link badges



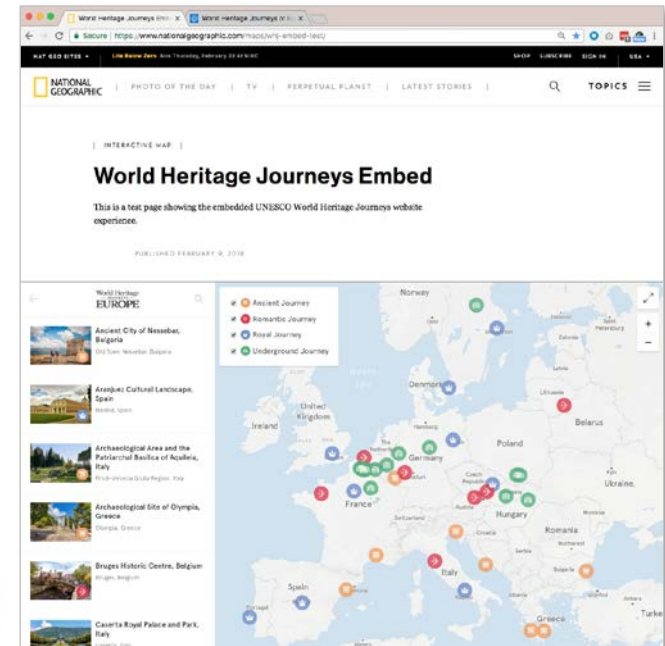
Window decal for featured attractions



Facebook page for VisitEUWorldHeritage



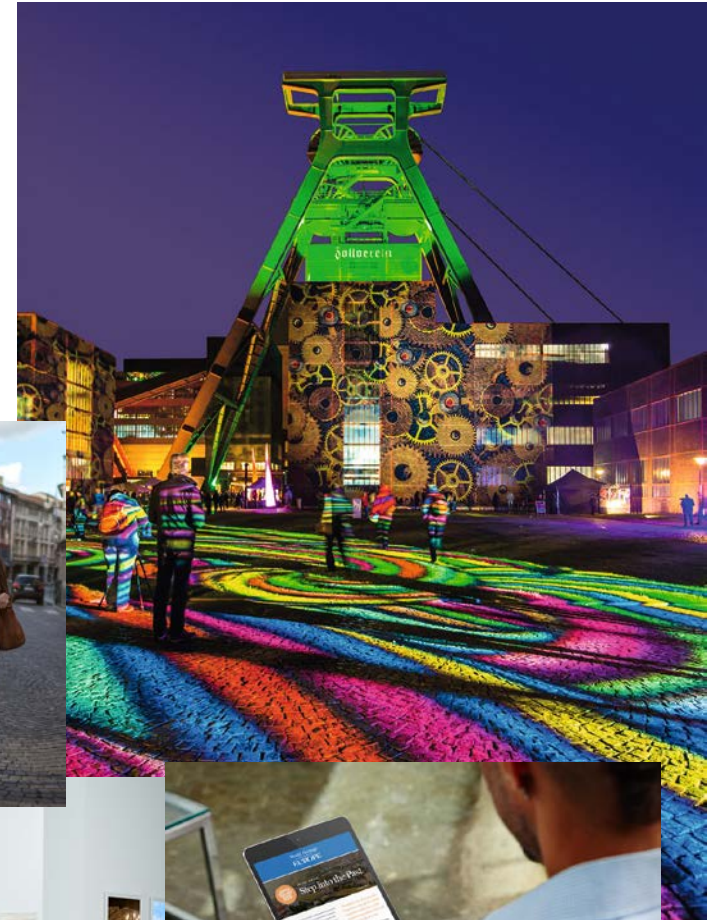
Embedded in WeChat Mini-program



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



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Thank You  
[p.debrine@unesco.org](mailto:p.debrine@unesco.org)