

World Heritage and Sustainable Tourism

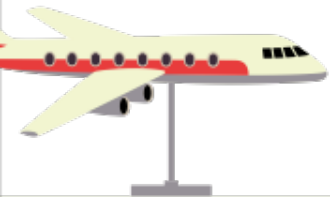


UNESCO Guiding Principles...

Preserve, protect and present

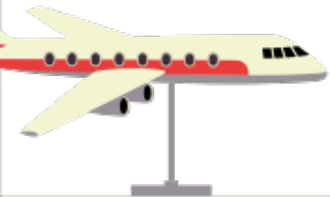
Respect socio-cultural identity of host communities

Ensure sustainable, long-term development
with benefits fairly distributed



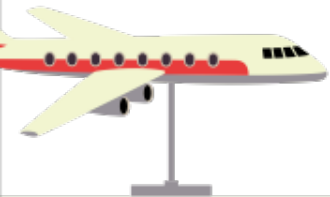
Tourism and the World Heritage Convention

Article 4 calls for each State Party to ensure the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage



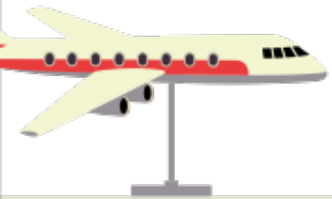
Tourism and Communities World Heritage Convention

Article 5 calls upon States Parties to “adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community”.



The key idea...

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



Simple recipe...

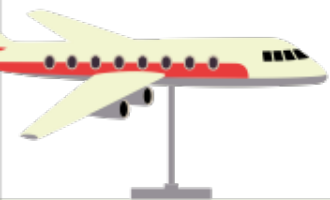
1. Honest assessment of product
2. Protection of the outstanding universal value
3. Investment in appropriate and sustainable infrastructure that does not have a negative impact on OUV
4. Investment in storytelling/experiences
5. Bringing things together through story
6. Endorsement of story – global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

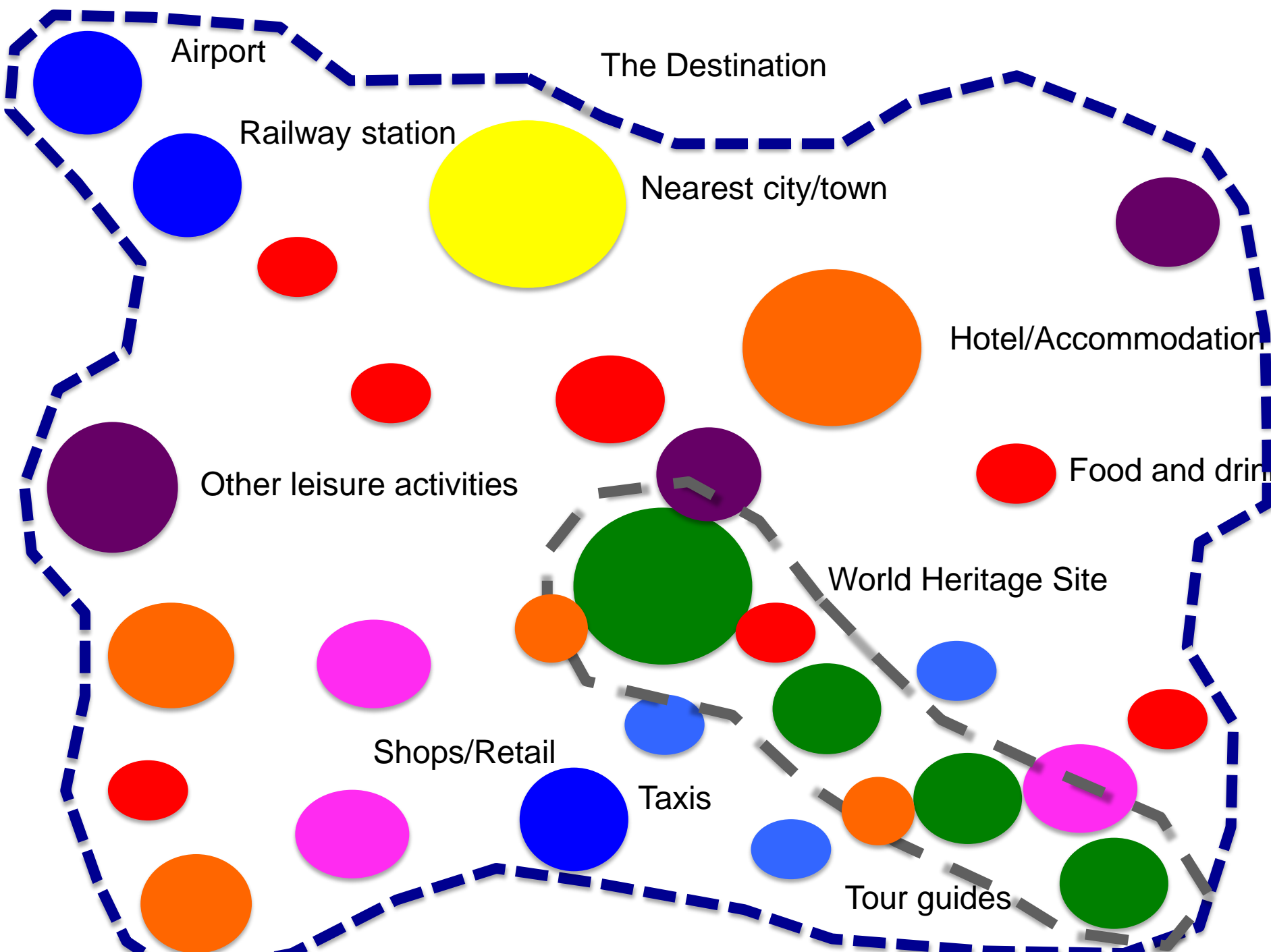
A Destination Management Approach

We want to move from thinking solely about managing 'sites' to taking a bigger view...

... To managing the 'destination'

What is your destination?





Airport

The Destination

Railway station

Nearest city/town

Hotel/Accommodation

Other leisure activities

Food and drink

World Heritage Site

Shops/Retail

Taxis

Tour guides

Why work at the destination level?

- Understanding tourism
- Securing benefit for communities
- Adding value to product/experience
- Strategic investment in infrastructure
- Communicating with visitors
- Managing visitor movements
- Fundraising from visitors
- Monitoring risks and challenges

This is hard work – but necessary

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

But...

It opens up amazing new opportunities to add value – to be bigger than the sum of your parts



Historic Town of Vigan, Philippines

Extensive information and education campaign through television, radio and print media

Focus on outstanding universal values, history, traditions, arts, culture, architecture, and

Mapping of intangible and tangible heritage

Training was provided for government personnel and stakeholders on cultural appreciation and disaster preparedness



Historic Town of Vigan, Philippines

Conservation Code institutionalized

Ordinance providing a yearly allocation of 1% for arts, culture and tourism implemented

Multisectoral Vigan Conservation Council was created to promote the involvement of stakeholders

Homeowners' preservation manual developed

Save Vigan Ancestral Homeowners Association founded

Festivals created

Traditional skills training in restoration developed



Seventeenth-Century Canal Ring Area of Amsterdam inside the Singelgracht, Netherlands

Management plan combines policy of the key decision makers (City of Amsterdam, the Central Amsterdam District and the Water Board) to create a single shared vision on the long-term management of the WH site:

- Shared vision that there is a maximum number of tourists which the area can actually handle without losing its character:
- Balance between local inhabitants, local infrastructures and visitors and visitor services and commercial activity



Seventeenth-Century Canal Ring Area of Amsterdam inside the Singelgracht, Netherlands

Measures to improve the visitor experience:

- Numerical quotas of hotels for facilitating control on qualitative innovation with strict selection criteria
- New establishments in other parts of the city to diversify and spread the pressure and the economic opportunities to other areas
- Touring car and coach restrictions
- Boat restrictions
- Banned Airbnb in historic centre



Mogao Caves, China

Innovative visitor management:

- State-of-the-art Visitor Centre - most interpretation takes place in the centre
- No individual visits
- Visitors shuttled to the site
- Limited time spent in the caves



Mont-Saint-Michel and its Bay, France

Existing road and car park destroyed light bridge that would allow the waters of the sea and the river to circulate

Tourists come with shuttles and on foot. The works lasted for 10 years and have just been concluded.

Building works financed partly by the visitors by a percentage taken on each entry ticket



Palace and Park of Versailles, France

Objective is to diversify the visitor experience, increase the length of stay and the daily spend with new attractions new circuits and new themes:

- Concerts and operas in the evening
- Musical fountains shows
- Exhibits of modern art

Thank you



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