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THE LONG WAY HOME

TRAVELER

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94 Places Rated

Our experts score the best (and worst) of
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Little City
in America**

ACTION!

**Extreme
Caribbean**



6 Passages
to **INDIA**
SPECIAL
68-PAGE SECTION



D.C.'s Hotel Central
4 Great New York City Walks





Rapport til U D:

**The Role of Biodiversity and
Sustainable Tourism in reaching
the Millennium Development Goals
April '09**

I milliard turister i 2010



Kineserne: Snart på et verdensarvsted nær deg ...



Økende samfunnsengasjement: "Do well by doing good"

Kjært barn:

Sustainable Business

Corporate Citizenship

Corporate Social Responsibility

Global Compact

(Eller: ring Kristin Halvorsen ...)

"See the World through the eyes of a blind"

GriegLyd series on Soundcasts on World Heritage sites for mobile technology applications

Target group:

1. Travelers in general
2. Those with poor vision and blind people

PATRIMOINE MONDIAL

2007-08



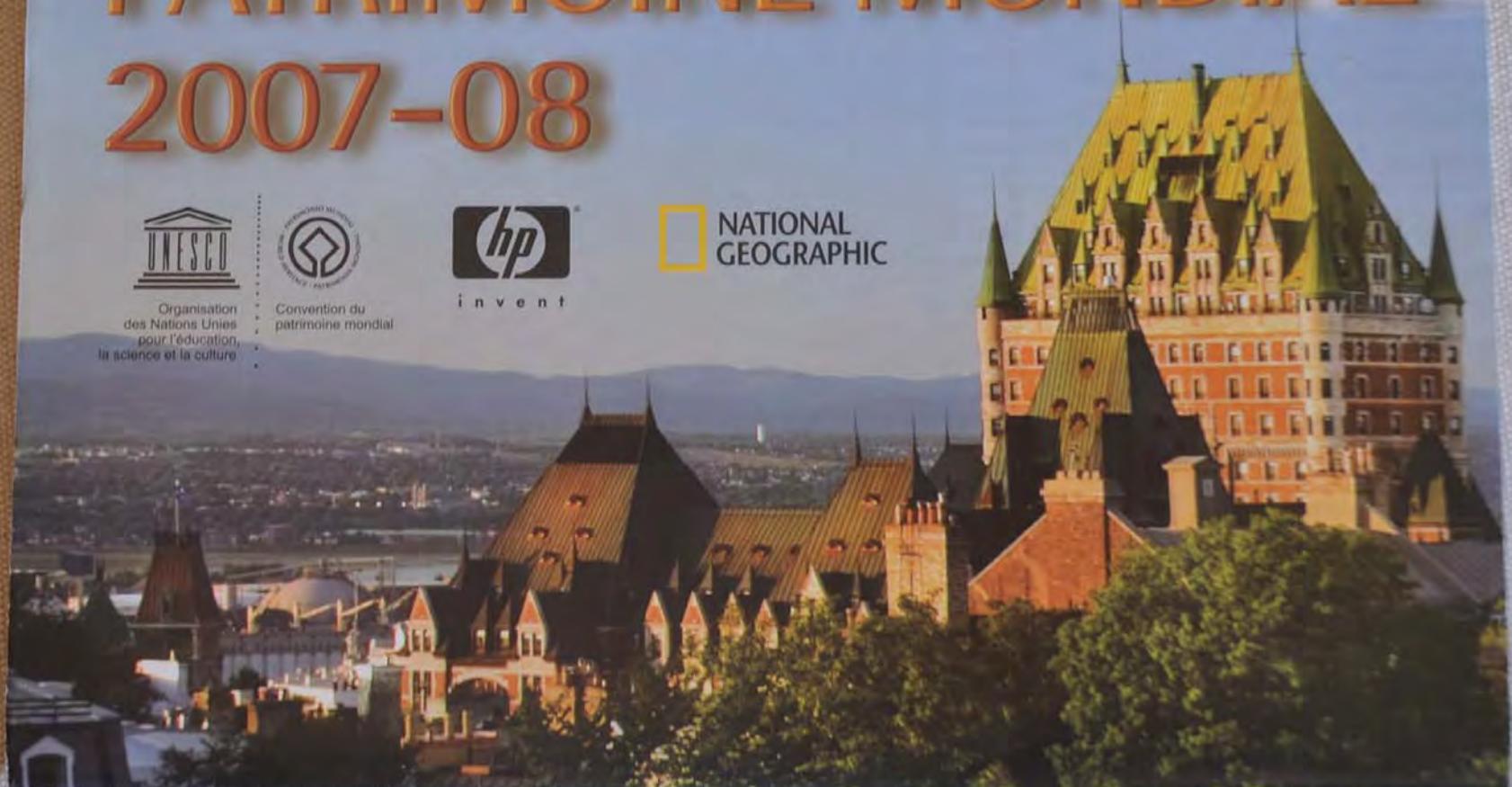
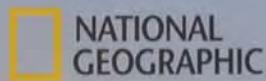
Organisation
des Nations Unies
pour l'éducation,
la science et la culture



Convention du
patrimoine mondial



invent





VENIMOS A CONOCER
MACHU PICCHU!

Nestlé
NESQUIK

ARTISANAT

HANDICRAFTS

SAMSUNG

12 Things To Know About Your World Heritage

A fact-filled primer on the world's most spectacular sites



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With the support of UNESCO's
World Heritage Centre

Promoting and Preserving World Heritage
Through Sustainable Tourism



World Heritage is Your Heritage

Here are a dozen fascinating and useful things to know about the world's most valuable and fragile places

1 What is World Heritage?

World Heritage is Your Heritage. Cultural legacies such as the Tower of London and Statue of Liberty. Natural wonders like the Grand Canyon and the Great Barrier Reef. And such historic places as Uxmal and Palenque in Mexico. These are just a few of the more than 800 treasures recognized by the United Nations Educational, Scientific and Cultural Organization. Through the UNESCO 1972 Convention concerning the Protection of the World Cultural and Natural Heritage, more than 180 nations have joined to protect fragile places of cultural pride and natural beauty by helping to preserve their integrity and nurture sustainable development in the communities around them. World Heritage sites are significant, cherished, and endangered places that tell the story of our global inheritance.

Potala Palace, Lhasa, China
WORLD HERITAGE INSCRIBED 1994



Statue of Liberty, U.S.A.
WORLD HERITAGE INSCRIBED 1984



Iguazu National Park, Brazil
WORLD HERITAGE INSCRIBED 1986



Mud Mosque, Djenné, Mali
WORLD HERITAGE INSCRIBED 1988



Stonehenge • Grand Canyon • Machu Picchu • Great Barrier Reef • Chichen Itza • Angkor Wat • Serengeti Plain • Ngongi
Great Pyramids of Giza • Statue of Liberty • L'Arise aux Meadows • Taj Mahal • Yellowstone National Park • Victoria Falls

Rapa Nui (Easter Island), Chile
WORLD HERITAGE INSCRIBED 1995



3 How can you plan a good trip to World Heritage sites?

Traveling to World Heritage sites can help raise awareness about places that matter, stimulate local economies, and preserve our planet's most important natural and cultural resources. Responsible travellers are people whose travels help sustain or enhance the geographical character of the places they visit. Here are some things you can do to enjoy a responsible trip while giving back to sites you visited:

- Book a World Heritage trip. Expedia, Intrepid Travel, and other travel companies offer a variety of trips to such World Heritage sites as the Pyramids of Giza, the Great Wall of China, the Galápagos Islands, Serengeti National Park, Prague, and Tanzania's Serengeti. Proceeds from a trip booked through Expedia will be donated to the World Heritage Fund at the UN.
- Engage in local culture while traveling. Eat local food, buy souvenirs at local markets, shop in neighborhood markets, and attend local festivals.
- Hire local guides. Enrich your experience by learning about local culture and history from community-based tour operators and guides.
- Buy community products and services. Support local businesses, community tour operators, and local craftspeople.
- Tread lightly. Follow designated trails, respect local customs, and do not remove archaeological or biological artifacts.
- Learn a few words of the local language.
- Refrain from aggressive bargaining for souvenirs. Be willing to pay a fair price and short-change on tips for valuable services.
- Respect the natural environment. Reduce your impact on the environment and preserving destinations; visit www.earthcheck.org.

Meteora, Greece
WORLD HERITAGE INSCRIBED 1988



Teotihuacan, Mexico
WORLD HERITAGE INSCRIBED 1987



Yucatán World Heritage sites

5 Must-See Sites in the Yucatán

Explore vital histories, landscapes, and cultures at these World Heritage sites

World Heritage sites are sources of inspiration to travelers and places of cultural pride and economic opportunity for local residents. The UNESCO World Heritage Centre, the Government of Mexico, and the World Heritage Alliance have joined to preserve these treasures, create valuable tourism services, and generate jobs for surrounding communities. Our efforts have begun in the Yucatán Peninsula, home to five of Mexico's 26 natural and cultural World Heritage sites. When planning your trip to the Yucatán, include time to enjoy these amazing places, explore villages, buy handicrafts, interact with residents, support area businesses, and savor the region. Read on to learn sustainable tourism tips that benefit the Yucatán's World Heritage sites.

1 Sian Ka'an Biosphere Reserve

A natural World Heritage site since 1987



Sian Ka'an means "Origin of the Sky" in the language of the Maya who first inhabited this stunning 1.3 million-acre biosphere reserve. This bird-lover's paradise is home to more than two dozen Maya archaeological sites and vibrant communities. **Trip Tip:** Snorkel in

the bay, cruise a lagoon, and spend a night in Punta Allen, a sustainable fishing community of 600 inhabitants. Community Tours Sian Ka'an (www.siankaantours.org) will take you there and donate 5% of its profits to conservation of the reserve.



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2 Pre-Hispanic City of Chichén Itzá

A cultural World Heritage site since 1988

This sacred site (A.D. 600-1250) is among the finest examples of pre-Hispanic civilization in the Yucatán Peninsula. Visit at the spring and autumn equinoxes to see the sun's shadow create the slithering illusion of a snake moving down the Pyramid of Kukulkán. **Trip Tip:** Help reduce pressure on this highly visited destination by exploring other great sites nearby: Balankanché cave, a Maya ceremonial space, and Cenote Zaci, in the town of Valladolid. Remember to carry out all materials you carried in.

3 Pre-Hispanic Town of Uxmal

A cultural World Heritage site since 1996

The Maya town of Uxmal (A.D. 600-1000), which once bustled with 25,000 inhabitants, represents the pinnacle of late Maya art and architecture. Look to friezes and areas above doorways for carved stone masks of Chac, the sneering Maya rain god who ruled the world and held up the sky. **Trip Tip:** Spend the night in the area around Uxmal and take your time touring this city—but keep to the trails and avoid the temptation to climb these ancient monuments.



Yucatán World Heritage sites

4 Historic Fortified City of Campeche

A cultural World Heritage site since 1999

The outer walls and rigid fortifications of this harbor city, built atop a Maya town, were designed to defend this port against attacks from the sea by fierce English and Dutch buccaneers and real-life Caribbean pirates such as Francis Drake and Rock Brasiliano. This outpost, settled before 1517, was founded in 1540 as the first Spanish settlement in the Yucatán. **Trip Tip:** For insight into Campeche's pirate past, visit the museum at the Fort of San José el Alto to see colonial weapons and boats; archaeological treasures from Calakmul are also on display. Then head to the Casa de las Artesanías market to buy handicrafts in a manner that directly benefits the local artisans who make them.



5 Ancient Maya City of Calakmul

A cultural World Heritage site since 2002

To date more than 6,250 structures, some containing tombs and jade masks, have been discovered at this 27-square-mile Maya site, which was inhabited as early as the third century B.C. and flourished through the ninth century A.D. Calakmul, which means "the city of the two adjacent towers," is centered around a pair of ornate 14-story pyramids and set in the vast tropical forest of southern Mexico's Tierras Bajas.



Trip Tip: The ruins are at the heart of the Calakmul Biosphere Reserve, the largest forest reserve in Mexico, which supports a huge range of animal and plant life but faces threats from population growth and logging. Camping at designated areas provides a low-impact way to enjoy the environment and sites.



What can you do to support World Heritage in the Yucatán?

Learn more about World Heritage initiatives at Friends of World Heritage: www.friendsofworldheritage.org

Explore World Heritage sites in Mexico with the Mexico Tourism Board: www.visitmexico.com

Discover how geotourism supports and enhances World Heritage sites at National Geographic Traveler: www.nationalgeographic.com/traveler

Travel to Yucatán World Heritage sites with Expedia: www.expedia.com/worldheritage

Read about the work of the UNESCO World Heritage Centre: whc.unesco.org

World Heritage Photo Contest

Are you a traveling sharpshooter? Send us your most captivating digital images of World Heritage sites. Top images will be published online. For rules, prizes, and more visit www.friendsofworldheritage.org

Insiders Guide to Chichén Itzá

Smart tips for sustainable journeys to Mexico's most-visited Maya monument

Guidebooks tell thrilling tales of a pre-Hispanic city of gold, jade, and human sacrifice, but the modern story of Chichén Itzá is every bit as fascinating as its past. The UNESCO World Heritage Centre, the Government of Mexico, and the World Heritage Alliance have joined resources to preserve Chichén, create valuable tourism services, and generate jobs for nearby communities. Travelers to this World Heritage site—one of Mexico's 26 cultural and natural World Heritage sites—can aid in its preservation and participate in its vital culture by interacting with locals, buying genuine handicrafts, supporting area businesses, and exploring surrounding villages. Read on to learn how sustainable tourism can benefit Chichén Itzá and communities near the site.



The thriving world around Chichén Itzá

Visiting the jungle-fringed empire of Chichén Itzá is an amazing first step on a journey into the heart of Maya culture. A day spent exploring the ancient monuments of this World Heritage site, inscribed in 1988, opens a window onto a world with roots that span centuries. But the archaeological wonder of Chichén Itzá is just one aspect of today's region that rewards visitors with discoveries at each turn. "Many travelers are surprised to learn that 1.5 million native Mayan speakers live in the Yucatán Peninsula," explains **Fernando E. Barbachano**, whose Mayaland Resorts Group holds properties near the monuments. "My hope is that every visitor to Chichén Itzá leaves with a sense of ancient history and an appreciation of the living Maya, who have so much to teach us about their world, their culture, and their fragile ecosystem." Responsible travelers to the Yucatán have the opportunity to experience a thriving Maya culture that bridges the past and the present. Cuisine, artisanry, spirituality, language, and more are still a vibrant part of Maya communities in and around Chichen, and locals are eager to share these gifts with you. In the town of Piste you can purchase locally made handicrafts in a market that directly supports area artisans. Near the pre-Hispanic city of Ek Balam you can sleep in huts that resemble Maya houses. And throughout the Yucatán you have the chance to keep Maya culture alive by interacting with, learning from, and supporting local communities. Turn this page for eight great tips on making the most of your visit and discover four more Yucatán World Heritage sites.

Chichén Itzá World Heritage site



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Chichén Itzá World Heritage site

Sustainable travel to Chichén Itzá

Like the slithering shadow that snakes down the Pyramid of Kukulkán at the spring and autumn equinoxes each year, the influx of tourism—which draws 5,000 visitors to this site each day—carries its own threat. Here are eight actions you can take to enjoy, protect, and enhance Chichén Itzá.

- **Respect the monuments.** The structures of this Maya city are more than a thousand years old. Climbing the monuments is forbidden. Tread lightly and take out all that you carried in.
- **Take your time.** Give yourself at least four hours to explore all of Chichén, its old city as well as later-period monuments.
- **Learn about Maya achievements.** The Observatory of Caracol conveys Maya notions of astronomy, time, and math.
- **Hire local guides.** Support the regional economy and see the site as locals view it by selecting guides that are recommended by community-based tour operators.
- **Refrain from bargaining** for crafts. Visit the official center for local artisans in the nearby town of Piste.
- **Spend the night at a local inn.** Stick around after the daytrippers depart for a taste of regional culture and cuisine.
- **Explore the region around Chichén.** Visit the cave of Balankanché, a Maya ceremonial space, and the Cenote Zací, at the heart of the town of Valladolid.
- **Preserve the environment.** Reduce, reuse, and recycle.

For more information on responsible travel and for ideas about preserving destinations, visit www.friendsofworldheritage.org



All images courtesy of Mexico Tourism Board



Five Yucatán World Heritage Sites

Take time to explore all the amazing World Heritage sites in the Yucatán and the warm-spirited communities nearby.

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