

UNESCO's Strategy for Sustainable World Heritage Tourism

Cecilie Smith-Christensen

Nordic World Heritage Foundation

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NWHF in Brief

History:

- A regional WHC centre (Category II Centre) working under the auspices of UNESCO.
- Established by the Norwegian Government, Ministry of the Environment, in 2002.

Mandate:

- Promote the implementation of the WH Convention (1972)
- International mandate
- Act as a focal point for the Nordic countries

Strategy 2009-2014:

- Promote a more balanced WH List as reflected by the Global Strategy;
- Support UNESCO's thematic Programmes;
- Promote knowledge & responsiveness on WH and sustainable development; and,
- Develop and support new and innovative approaches.

Activities & Tasks:

- Mobilize funds from bi- and multilateral sources
- Facilitate technical assistance and disseminate information
- Coordinate Periodic Reporting (Nordic Region)
- Part of WHC's Sustainable World Heritage Tourism Initiative



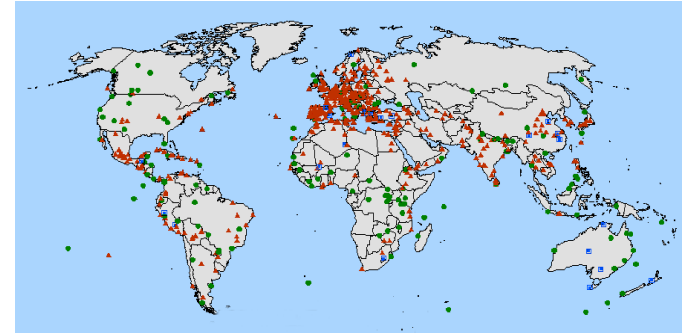
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Tourism Trends & WH

- International Travel & Tourism is expected to grow 4% pa over the next ten years. (WTTC 2009)
- Approaching 1 billion tourists.
- Increasing polarisation in the market for natural and cultural heritage attractions.
- 878 World Heritage sites in 145 States Parties (679 culture, 174 nature, 25 mixed)
- Motivation for having a site inscribed goes beyond protection of OUV.



The World Heritage Convention



The aim of the World Heritage Convention (1972) is to ***identify, protect, conserve, present*** and ***transmit*** the natural and cultural heritage of outstanding universal values of World Heritage sites to future generations.

Operational Guidelines for the Implementation of the WH Convention, UNESCO WHC, January 2008, WH, 1B, The WH Convention Article 7, p.2.

Sustainable Tourism

Sustainable tourism:

“tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

Development of sustainable tourism:

a process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future.

(UN World Tourism Organisation 1996)



WH & Sustainable Tourism

Overall challenges and opportunities facing site managers:

- Balancing protection, conservation, presentation & transmission of OUV
- Realising opportunities while managing challenges of visitation/tourism

Specific challenges:

- Numbers, distribution & seasonality of visitors/tourists
- Lack of tourism baseline studies & tourism management plans
- Lack of resources including funding & human resources
- Lack of principles on sustainable tourism
- Lack of information & knowledge on best practice, technical support, capacity building opportunities & learning platforms
- Lack of incentives
- Urban development & climate change
- Lack of stakeholder support / involvement
- Too much / few policies & restrictions



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UNESCOs WH Sustainable Tourism Programme

Background:

In 2002, the intergovernmental World Heritage Committee recommended the establishment of a Tourism Programme, housed within the WHC at UNESCO.

Mission:

To aid the WH Committee and site management using tourism as a positive force to retain WH site values and to help mitigate site threats.

Aims and objectives:

- Build capacity of site management
- Train local community members
- Raise public awareness
- Tourism as a source of funding for conservation and protection
- Spread lessons learned



<http://whc.unesco.org/en/sustainabletourism/>

The WH Sustainable Tourism Initiative

WHSTI:

A cooperative effort (developed in 2008) between the World Heritage Centre (WHC), its Advisory Bodies (IUCN, ICOMOS, ICCROM), UNWTO, UNEP, UNDP, WCPA, the World Bank, UNF, and NWHF.

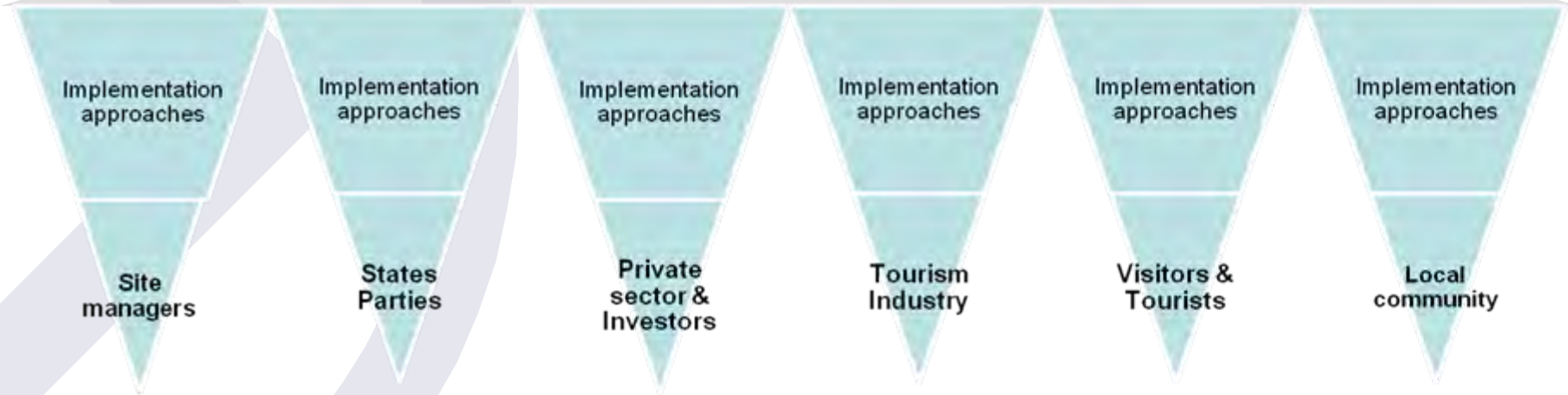


Aims & objectives:

- (1) Enhance WH Committee processes that address challenges and opportunities of the conservation and presentation of WH sites;
- (2) Develop overarching principles with supporting implementation approaches for sustainable tourism; and
- (3) Develop an effective capacity building programme.

WHSTI Approach

WH Sustainable Tourism Principles



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The WHST Capacity Building Strategy

Existing resources:

Manuals, workshops, conferences, national- and regional networks, etc.

Learning platforms:

Developing and use of WH sites as focal points for good practice, training and spreading the lessons to other sites and regions.

Community of best practice:

Web-based platform providing access to relevant information and facilitating information sharing.



ST Community of Best Practice

Proposal for an online platform:

- Access to relevant information: e.g. links to publications, research, manuals, online- and other tools, etc.
- Information sharing: e.g. thematic webinars, blogs, surveys, etc.

Features & Content:

- Database of best practices including a 'search feature'
- Discussion forum (thematic discussions) & 'help line'
- Online web-conferences ('webinars') and training sessions
- Link to relevant web-pages and networks
- Marketplace linking stakeholders ('matchmaking')
- News and subscription facility



ST Community of Best Practice (2)

Thematic focus on implementation approaches:

- Visitor & tourism planning
- Site financing & business planning
 - Concession policy & implementation
- Interpretation & presentation
 - Visitor education & experience
 - Branding & marketing
- Tourism, protection & conservation
- WH tourism, sustainable development & local value creation
 - WH & destination development
 - WH tourism, climate change & adaptation



ST Community of Best Practice (3)

Target groups / Network – benefits and contribution:

Group:	Contribution:	Benefits:
WH site managers	Sharing 'best practice' and case studies. Responding to specific questions addressed within the network.	Access to 'best practice' & case studies. Response to specific questions.
Ministries responsible for WHC	Sharing of relevant information.	Direct access to relevant target groups.
Destination Marketing Organisations	Sharing local 'best practice' & case studies on how destinations' integrate and make use of WHS' in its development- and tourism marketing strategies.	Access to international 'best practice' & case studies on integration and use of WHS' in development- and tourism marketing strategies.
Academia (researchers & students)	Sharing of relevant publications including conference proceedings, papers and thesis.	Access to information and WH sites, managers and stakeholders for research projects.
Tourism industry	Business opportunities and private sector partnerships.	Access to international best practices and experiences.
Local community stakeholders	Input in discussions& participation in local consultation processes.	Participation and ownership in decisions' concerning WH and local community development.



Norway

– a model region for
sustainable WH tourism!?



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Thank you!

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