

UNCTAD  
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**World Heritage and Sustainable Tourism**

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# World Heritage and Sustainable Tourism



*Rice Terraces of the Philippine Cordilleras,  
Philippines*



*Medina of Tunis,  
Tunisia*



*The Great Wall, China*



*Great Barrier Reef, Australia*





## GROWING TRENDS

Name of the property	Visitors 2010	Visitors 2011	Visitors 2012	TOP Visitors
<b><u>EPISCOPAL CITY OF ALBI</u></b> -The Cathedral -The Toulouse- Lautrec museum -Tourist Office	<b>499770</b> 69 798 161 343 268 629	<b>760 000</b>	<b>+30%</b>	<b>Europe</b> <b>USA</b> <b>Japan</b> <b>China</b> <b>Russia</b>



**Intercultural dialogue is an essential bridge for reconciliation with a vital role in building peace through the recognition of cultural diversity, and promotion of understanding and respect. As a source of dignity and identity culture and heritage have a growing importance for the ‘soft power’ of countries – their influence and outreach.**



**World Heritage Sites create jobs, they promote local activity through arts and craft, they foster tourism, and they generate revenues.**



**Increasing numbers of tourists at World Heritage Sites means that tourism development and visitor management require effective, cooperative commitment and coordination between all stakeholders in the heritage and tourism sectors.**



**Hoi An Ancient Town,  
Viet Nam, since 1999**

**Challenges:** Promoting & safeguarding the OUV in tourism development; conserving authenticity & integrity; improving socio-economic benefits and meeting local residents' needs.

**Solutions:** Adoption of 10-point Sustainable Developmental Action Plan; diversifying heritage experience: dispersing visitation; monitoring tourism impacts; capacity building: training heritage-management staff.

**Benefits:** Resources from tourism revenue invested to assist urban restoration & infrastructure development; income redistribution to surrounding communities.



**Sian Ka'an,  
Mexico, since 1987**

**Challenges:** Uncontrolled coastal tourism development imposing pressure on fragile environment, threatening the very resources the industry relies on; involving local community.

**Solutions:** Linking Conservation of Biodiversity with Sustainable Tourism; Community Tours Sian Ka'an; income generating activities for locals; involving tour operators in site-specific activities to create better tourism products & sustainable management systems.

**Benefits:** Economic benefits of tourism go to locals; local guides trained in ecotourism; promotion of Mayan culture.

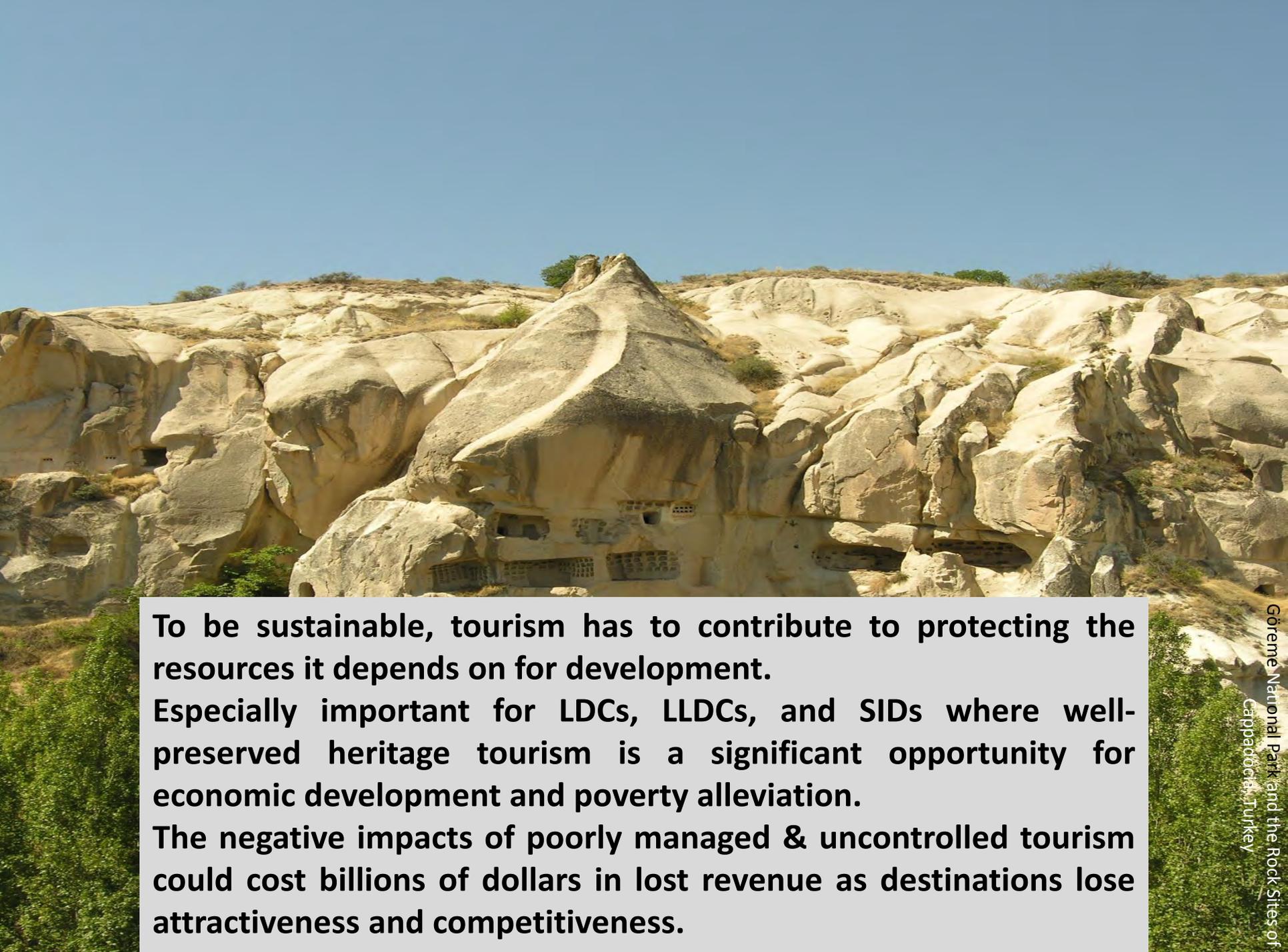
## Rice Terraces of the Philippine Cordilleras, Philippines, since 1995



**Challenges:** Lack of incentives causes outmigration of locals resulting in deterioration of terraces and List of WH in Danger; restoring the terraces after natural hazards

**Solutions:** Incentives for locals to stay: innovative eco-cultural heritage tours; consultations with locals to determine acceptable changes that tourism can bring; NGOs facilitate tourism programmes

**Benefits:** Tourists contribute to conservation of terraces which heightens visitor experience; local intangible heritage revitalized through promotion of crafts, cuisine, festivals etc.; removal from the List of WH in Danger.



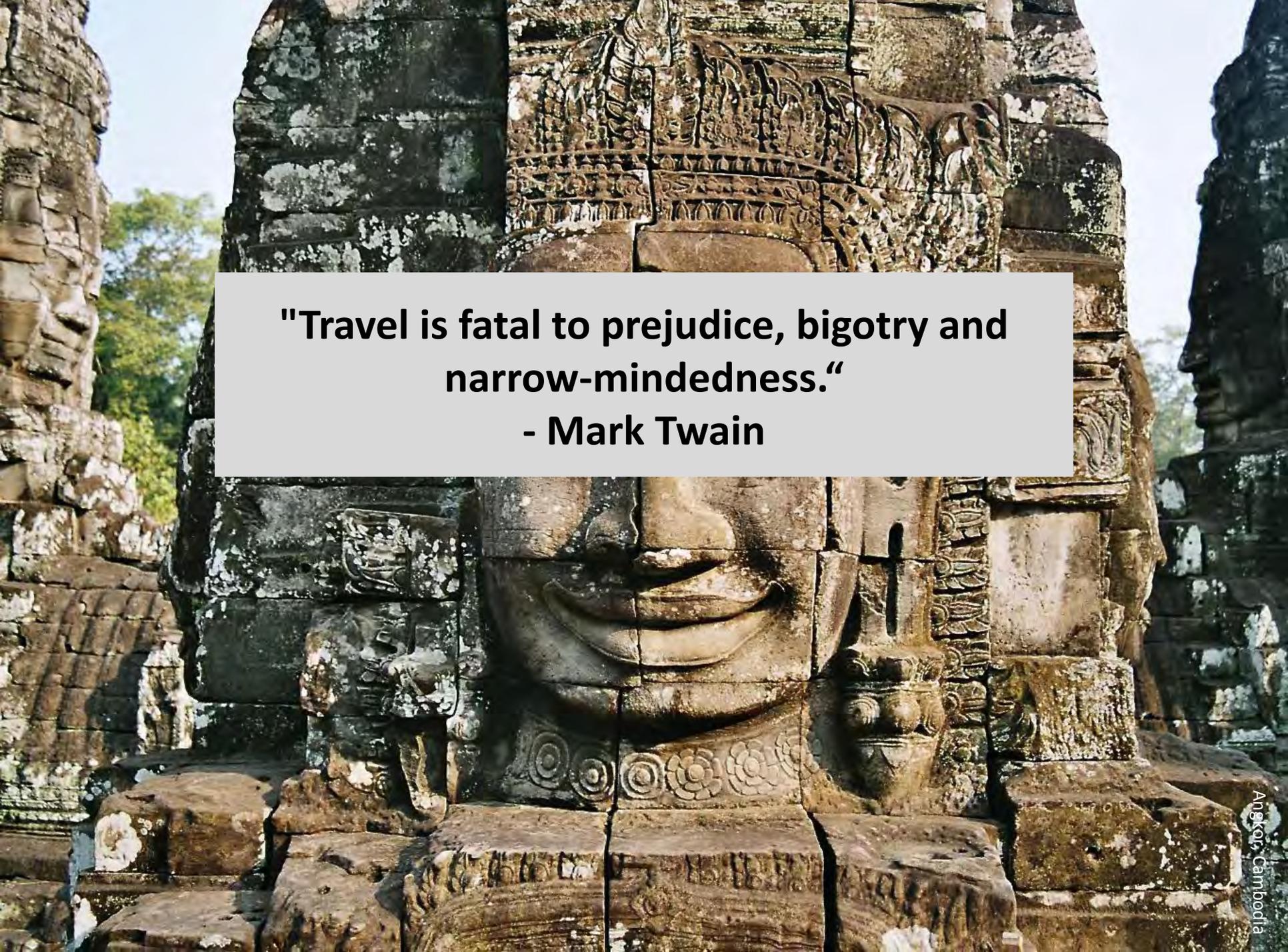
**To be sustainable, tourism has to contribute to protecting the resources it depends on for development.**

**Especially important for LDCs, LLDCs, and SIDs where well-preserved heritage tourism is a significant opportunity for economic development and poverty alleviation.**

**The negative impacts of poorly managed & uncontrolled tourism could cost billions of dollars in lost revenue as destinations lose attractiveness and competitiveness.**



**Advocate clear principles and policies concerning heritage preservation and the sustainable development of tourism at an international level. States could then integrate and apply these at national levels, adapted to their own specific context.**

A large stone carving of a smiling face on a temple wall, with a quote overlaid. The carving is made of dark, weathered stone and features a wide, open-mouthed smile. The face is surrounded by intricate carvings of floral and geometric patterns. The background shows other parts of the temple structure and some greenery.

**"Travel is fatal to prejudice, bigotry and narrow-mindedness."  
- Mark Twain**

# Thank you



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