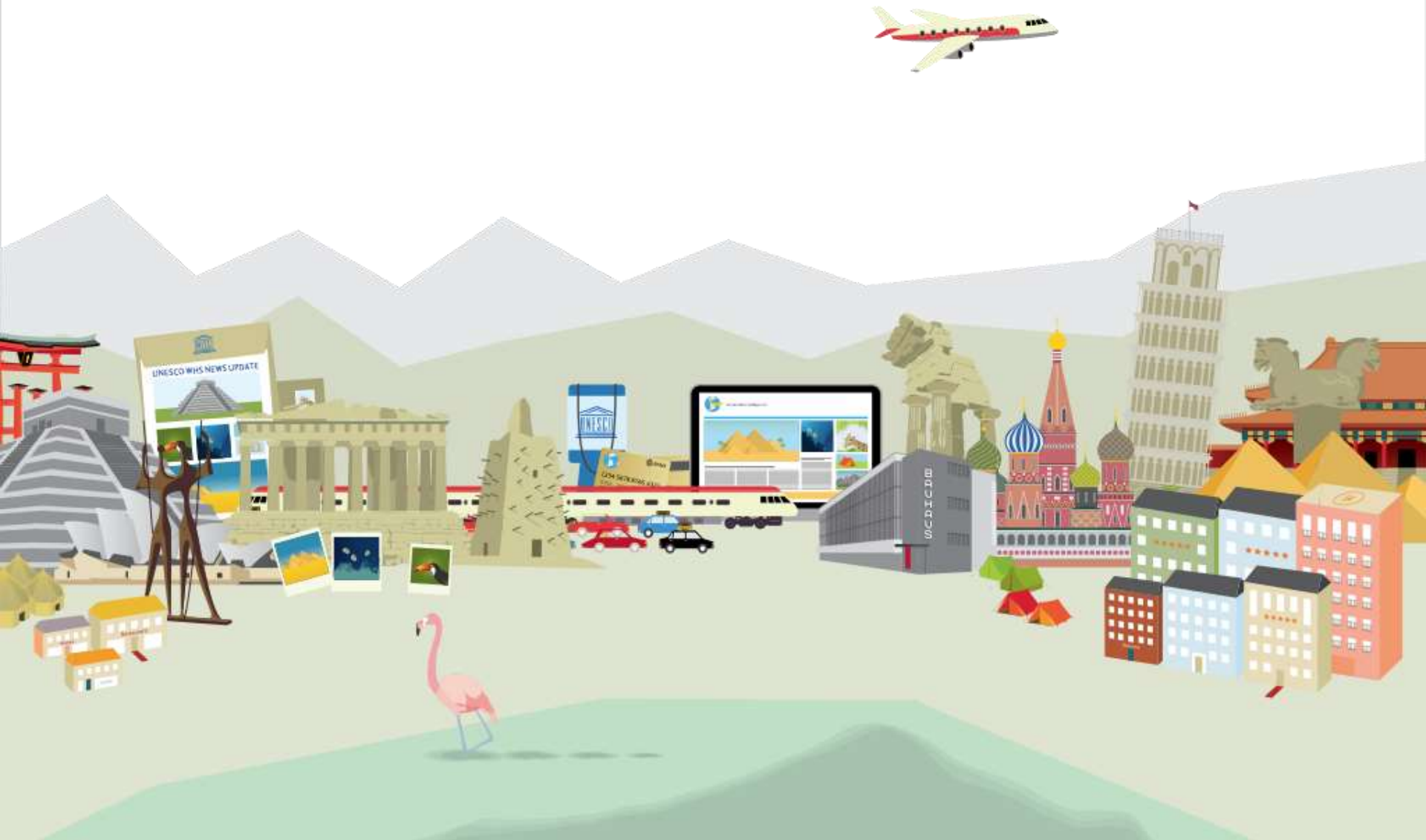


World Heritage and Tourism – Unlocking the potential



UNESCO Guiding Principles...

Preserve, protect and promote the heritage assets

Respect socio-cultural identity of host communities

Ensure sustainable, long-term economic operations
with benefits fairly distributed



Simple recipe...

- 1. Honest assessment of product**
- 2. Protection of the outstanding universal values**
- 3. Investment in appropriate and sustainable infrastructure**
- 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**

The key idea...

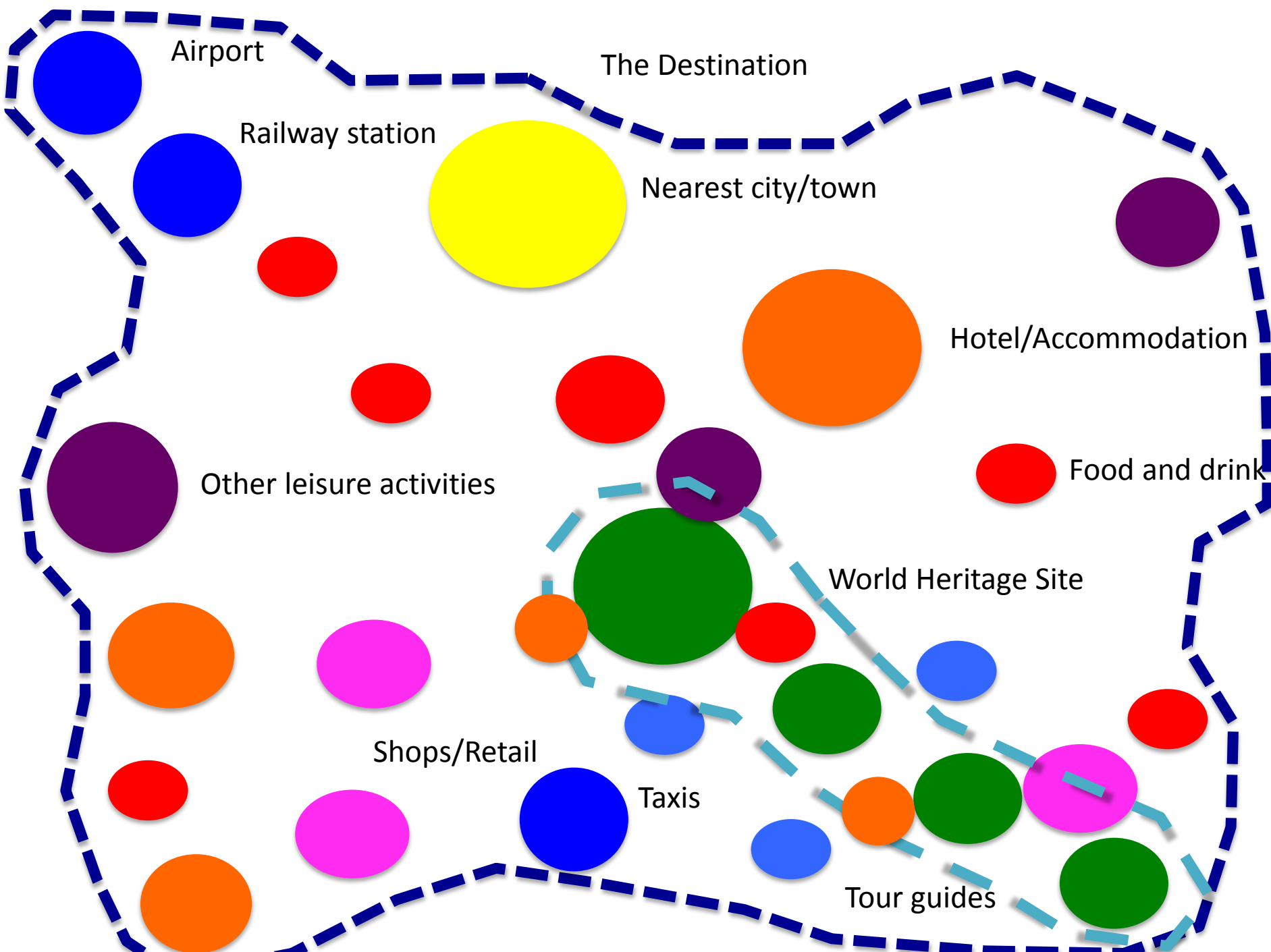
You can shape the tourism that affects you in the future – make it what you want and need it to be

A Destination Management Approach

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

To managing the 'destination'...

What is your destination?



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

