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United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair on Sustainable Tourism
in UNESCO Designated Sites
Sun Yat-Sen University, Guangzhou
People's Republic of China

Development of Cultural and Heritage Tourism: The role of UNESCO in Rebuilding Tourism

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Partners:



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UNESCO World Heritage Centre and Sustainable Tourism

1 UNESCO World Heritage Centre

- Established in 1992, the World Heritage Centre is the focal point and coordinator within UNESCO for all matters related to World Heritage.
- Generally, the Centre takes responsibility in ensuring the day-to-day management of the 1972 World Heritage Convention, which links together in a single document the concepts of nature conservation and the preservation of cultural properties, as well as recognizes the way in which people interact with nature, and the fundamental need to preserve the balance between the two.



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World Heritage
Convention

At the 34th World Heritage Committee in Brasilia in 2010, the World Heritage Centre began to practice the following main work responsibilities on sustainable tourism:

- **Establish platforms and partnerships in an effort to perform work on sustainable tourism.**
- **Conduct knowledge sharing through conferences, workshops, publications, and training.**
- **Initiate pilot projects on the development of sustainable tourism.**
- **Integrate indicators on sustainable tourism into its monitoring programme.**
- **Offer awards and support for exemplary and experimental heritage sites.**

The International Workshop 'Advancing Sustainable Tourism at Natural and Cultural Heritage Sites, Mogao Caves, China (2009)

Sustainable tourism: A level of tourism development and activity that does not compromise or regrade the heritage values of a place, including World Heritage Properties over the long term.

The World Heritage and Sustainable Tourism Programme (2012)

Vision: World Heritage and tourism stakeholders share responsibility for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management.

Emphases: Involvement of communities; Protection and management of Outstanding Universal Value;

The **missions** of the UNESCO's work on sustainable tourism include:

- Facilitate the management and development of sustainable tourism at World Heritage properties through fostering increased awareness, capacity and balanced participation of all stakeholders
- In an effort to protect the properties and their Outstanding Universal Value whilst ensuring that tourism delivers benefits for local communities as well as a quality experience for visitors.

Objectives of the UNESCO's work on sustainable tourism:

- Integrate sustainable tourism principles into the mechanisms of the World Heritage Convention.
- Strengthen the enabling environment by advocating policies, strategies, frameworks and tools that support sustainable tourism as an important vehicle for protecting and managing cultural and natural heritage of Outstanding Universal Value.
- Promote broad stakeholder engagement in the planning, development and management of sustainable tourism that follows a destination approach to heritage conservation and focuses on empowering local communities.
- Provide World Heritage stakeholders with the capacity and the tools to manage tourism efficiently, responsibly and sustainably based on the local context and needs.
- Promote quality tourism products and services that encourage responsible behavior among all stakeholders and foster understanding and appreciation of the concept of Outstanding Universal Value and protection of World Heritage.

2

Role of UNESCO in Rebuilding Culture and Heritage Tourism

UNESCO World Heritage and Sustainable Tourism Programme (WH+ST Programme)

- Response to the decision 34 COM 5F.2 of the World Heritage Committee at its 34th session in Brasilia in 2010, which requested the World Heritage Centre to convene a new and inclusive programme on World Heritage and Sustainable Tourism.
- The Programme represents a new approach based on dialogue and stakeholder cooperation where planning for tourism and heritage management is integrated at a destination level, the natural and cultural assets are valued and protected, and appropriate tourism developed.
- The focus areas of this Programme include four aspects of Policy & Strategy, Tools & Guidance, Capacity Building, and Heritage Journey Planning.



Policy &
Strategy



Tools &
Guidance



Capacity
Building



Heritage
Journeys

UNESCO Chair on Sustainable Tourism

- Launched in 1992, the UNITWIN/UNESCO Chairs Programme, which involves over 700 institutions in 116 countries, promotes international inter-university cooperation and networking to enhance institutional capacities through knowledge sharing and collaborative work.
- The programme supports the establishment of UNESCO Chairs and UNITWIN Networks in key priority areas related to UNESCO's fields of competence – i.e. in education, the natural and social sciences, culture and communication.
- Authorized by UNESCO, the Chair on Sustainable Tourism is an international platform centered on the development of sustainable tourism in all UNESCO designated sites



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World Heritage Institute of Training and Research for the Asia and the Pacific Region (WHITRAP)

- The Institute is the first-ever Category II one concerning World Heritage established in a developing country under the auspices of UNESCO and a non-profit training and research organization.
- The Institute aims to develop, provide and promote appropriate policies and technologies for strengthening the implementation of the Convention concerning the protection of the World Cultural and Natural Heritage by building the capacity of all those professionals, administrators, practitioners and craftsmen involved in the Asia and the Pacific region, through training, research, information dissemination and network building.
- Three operational centres of WHITRAP locate respectively in Beijing, Shanghai and Suzhou.



UNWTO/UNESCO Conference on Sustainable Tourism Management at Heritage Sites

- The UNWTO and the UNESCO World Heritage Centre jointly organized this International Conference on Sustainable Tourism Management in Heritage Sites which took place at the Mount Huangshan World Heritage site in China from 24 to 27 March 2008
- This conference sought to reinforce on-going collaboration between UNWTO and UNESCO, to strengthen and harmonize policy guidelines and tools, and facilitate their application through a strategic training programme on sustainable tourism at World Heritage Sites.

UNESCO World Heritage Forum Series – Sustainable Tourism World Heritage Sites

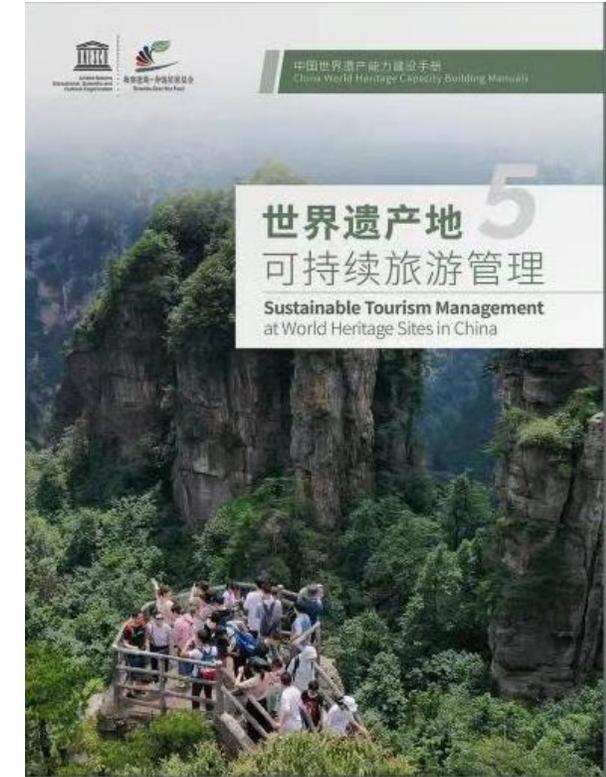
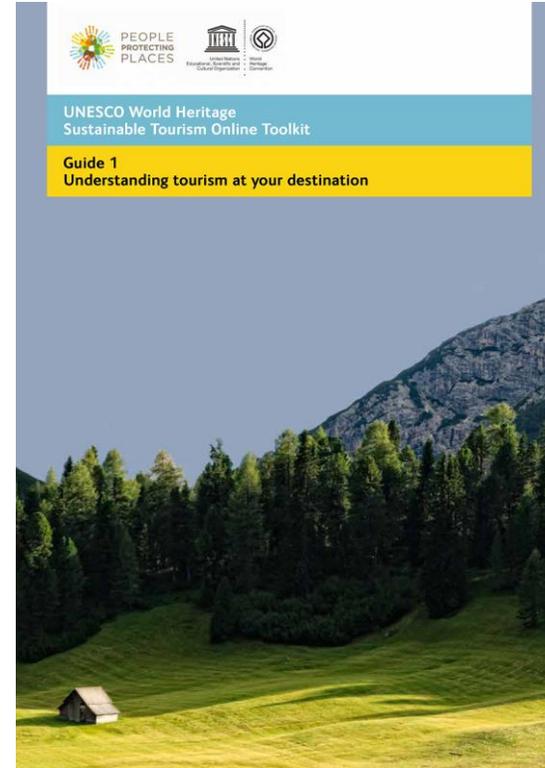
The forum focused on two themes:

- How to strengthen the capacity and resilience of the environment of World Heritage sites by developing and advocating policies, strategies, frameworks and tools that support sensitive and responsible sustainable tourism as a realistic means of safeguarding cultural and natural heritage of Outstanding Universal Value.
- How to promote effective stakeholder engagement in the planning, development and management of sustainable tourism so that local communities are empowered to recognize the challenges and benefits of a “destination approach” to heritage conservation.

2 Knowledge Sharing by Publication

UNESCO World Heritage Sustainable Tourism Toolkit

- The 'How To' guides are focused on best practice approaches to sustainable economic development through tourism.
- Based on the context of China, specially edited a guide book for China WHS



UNESCO National Capacity Building Workshop for Cultural World Heritage in China

- This workshop was held in the framework of the UNESCO - China Youth Development Foundation Mercedes-Benz Star Fund Project on “Conservation and Management of World Heritage Sites in China” Phase III (2017-2020).
- With 30 key managerial staff from the most visited cultural World Heritage sites in China brought together, the workshop aimed to enhance the site management and monitoring capacity to achieve a balance between conservation and development. Based on the serial training workshops and research, a training materials package together with a mobile application were formulated to benefit the World Heritage community in China and globally.

UNESCO World Heritage and Sustainable Tourism Programme – Chinese Pilot Studies (2015-2020)

- To distribute and promote the core objectives of UNESCO's WH+ST programme through capacity building, case studies and comparative analysis at selected pilot sites to identify the main issues and solutions related to sustainable tourism in China, thus contributing to the application of sustainable tourism in Chinese contexts.
- Based on the objectives of the WH+ST Programme, the Chinese Pilot Studies has been carried out according to the following themes:
 - Management of World Heritage as a Tourism Destination
 - Outstanding Universal Values - Based Sustainable Tourism
 - World Heritage Tourism Economy and Tourism Products
 - World Heritage Tourism and Community Engagement: Heritage Conservation and Community Empowerment

UNESCO World Heritage and Sustainable Tourism Programme – Chinese Pilot Studies (2015-2020)

■ Chinese Pilot Programme:

- WHST The World Natural Heritage — Wulingyuan Scenic and Historic Interest Area
- WHST The World Cultural Heritage — Tusi sites (Hailongtun)

■ In line with UNESCO's ideas on the development of sustainable tourism, the Chinese Pilot Programme expects to accomplish the following tasks on the sites by applying the *World Heritage Sustainable Tourism Toolkit* and the 'World Heritage Sustainable Tourism Analysis Framework':

- To distribute and promote the WH+ST Programme so as to enhance the implementation of its Action Plan;
- To enhance the implementation of the WH+ST Programme through capacity building, focusing on the emphasis of Outstanding Universal Value;
- To identify the main issues and their solutions related to sustainable tourism so as to contribute to the application in Chinese World Heritage properties based on pilot studies and comparative research.



WHST The World Natural Heritage — Wulingyuan Scenic and Historic Interest Area

- To identify major issues and solutions for sustainable tourism in China through capacity building activities with a combination of a one to two-year in-depth practice and comparative studies.
- Through the application of WH+ST toolkits in China, the pilot programme also provided instructive opinions and recommendations for the WH+ST "How To" guides and other indicator tools, and served as an effort of exemplary significance for the promotion and implementation of the WH+ST programme across the world.



Specifically, UNESCO's work contents within this project included:

- Provide training on the recognition management of the OUV and on Natural Heritage protection and community participation and management.
- Conduct systematic investigation on the OUV of local natural and cultural heritage and construct the value system of Wulingyuan World Heritage.
- Perform adjustments in the institutional settings of the Wulingyuan National Park and integrate multiple sets of regulations into one.
- Promote the transformation of a local business facility toward the Wulingyuan World Heritage Protection Research and Exchange Centre.

Periodic Reporting

- Periodic Reporting is a self-reporting process and one of the core conservation monitoring mechanisms of the *World Heritage Convention*. Every six years, the States Parties are invited to submit to the World Heritage Committee a Periodic Report on the application of the *World Heritage Convention* in their territory.
- The threat of tourism is the key question has be answered.



Periodic Reporting

- The objectives of the Periodic Reporting include:
 - Assessing the application of the World Heritage Convention by country
 - Determining whether Outstanding Universal Value has been maintained
 - Encouraging regional cooperation and networking
 - Helping update information on properties and record changes
- The questionnaire for the Third Cycle of Periodic Reporting (2018-2024) was revised within the framework of the Reflection on Periodic Reporting (2015-2017) and incorporates an extensive number of changes and improvements, including full integration of the Sustainable Development approach.
- In the questionnaire for the Third Cycle, four aspects of **Sustainable Tourism, Monitoring Sustainable Development Goals, Gender Equality, Involvement of Communities** and more are included.



UNESCO Asia-Pacific Awards for Cultural Heritage Conservation

- The Award Programme acknowledges exemplary efforts by individuals and organizations to restore or conserve structures, places and properties of heritage value in the region, setting standards for transformative heritage practice for Asia and the Pacific by recognizing excellence in conservation and outstanding new design in heritage contexts.
- Since 2000, the Awards have recognized 275 winners from 22 countries for their understanding of place, technical achievement, and significant sustainability and policy impacts at the local, national and regional levels.
- By recognizing these projects, the Awards have contributed to changing the conversation about what constitutes cultural heritage, who has a stake in its stewardship, and how cultural heritage can contribute to the sustainable well-being of cities, societies and the environment.

UNESCO
Asia-Pacific Awards for
*Cultural Heritage
Conservation*

Global Call for Case Studies: Side Event on “World Heritage Education for the Future”

- In order to strengthen its role as an international exchange platform for heritage education, the organizer of the upcoming 44th Session of the World Heritage Committee is announcing a global call for Innovative Case Studies on World Heritage Education.
- The aim of this activity is to select outstanding cases which exemplify innovative approaches to world heritage education on a global scale, to share and present these good practices to the widest international audiences and to lead and promote the future development of world heritage education.

The poster is blue with white and orange text. At the top left are logos for UNESCO, the World Heritage Centre, and W4TRAP. The main title is 'GLOBAL CALL FOR CASE STUDIES' in white. Below it, in yellow, is 'Side Event on "World Heritage Education for the Future" at the 44th Session of World Heritage Committee'. A large orange box contains the text 'Global Innovative Case Studies on World Heritage Education' in white. At the bottom, it lists the director, organizer, and supporters.

GLOBAL CALL FOR CASE STUDIES

Side Event on
“World Heritage Education for the Future”
at the 44th Session of World Heritage Committee

Global Innovative Case Studies on World Heritage Education

Directed by:
National Commission of the People's Republic of China for UNESCO

Organized by:
World Heritage Institute of Training and Research for the Asia and the Pacific Region under the auspices of UNESCO

Supported by:
World Heritage Center (WHC)
International Research and Training Center for Rural Education (INRULED)
International Centre on Space Technologies for Natural and Cultural Heritage (HIST)
International Center for UNESCO ASPnet (ICUA)



Cooperation Content

- Promote the indicators of sustainable tourism.
- Co-organize or co-host conferences or workshops on sustainable tourism.
- Set up projects on capacity building, tourism planning, sustainable livelihood, etc.
- Formulate Tools & Guidance on the protection and management of Outstanding Universal Value, as well as the approaches to managing tourism more efficiently, responsibly and sustainably.

3

Reflection and Suggestions

Environment & Resilience

- Through the “Linking Biodiversity Conservation and Sustainable Tourism at World Heritage Sites” project and the Chinese Pilot Programmes, the UNESCO has provided economic incentives for biodiversity conservation and built local awareness of and support for conservation efforts at the World Heritage sites.
- Through the publication of the report *World Heritage and Tourism in a Changing Climate*, the WH+ST Programme showed how climate-driven changes currently, or could in the future, threaten the Outstanding Universal Value, integrity and authenticity, as well as the economies and communities that depend on tourism of a few World Heritage sites.

Prosperity & Livelihood

- With the guidance and support of the *Sustainable Tourism Capacity Building in 4 Africa Nature Sites* project initiated by the WH+ST Programme, households in these heritage sites have witnessed the increase in their livelihood capacity and capital.
- In the *Heritage and Poverty Alleviation* project conducted at five properties, the UNESCO has established a fund for the rehabilitation of housing and microcredit, established a tourism tax, and raised awareness in schools.
- In general, the UNESCO has facilitated to revitalize multiple communities within world heritage sites, and has promoted local employment and bolstered community identity through tourism development and heritage conservation.

Education & Training

- In the “Capacity Building in 4 Africa Nature Sites” project and the National Capacity Building Workshop for Cultural World Heritage in China, a series of practical training activities were offered, a sustainable tourism strategy developed, and broader stakeholder engagement in planning, development and management of sustainable tourism get ensured.
- Through the projects concerning capacity building contained in the WH+ST Programme, tools and strategies were offered to the site managers and other stakeholders to help them manage tourism at their sites more sustainably.

Tourism Planning

- In general, the UNESCO has introduced new approaches to sustainable tourism management and set sustainable tourism strategies to ensure visitors’ experience and safeguard that socio-economic benefits being equitably shared among stakeholders within the baseline of preserving and protecting the World Heritage values.



- Focus on international cooperation and communication through holding conferences and workshops, publishing tools and guidance, and conducting cross-regional projects.
- Lay emphasis on fully getting involved in local communities and households while conducting investigations and research in an effort to understand the actualities and dynamics on the tourism-world heritage-related issues at the World Heritage sites.
- Use the platform of the UNESCO to its full advantage and enhance the agglomeration effects of it.
- Promote broad stakeholder engagement in the planning, development and management of sustainable tourism and pay attention to the capacity building as well as the establishment of sustainable livelihood of local households.
- Guarantee a balanced approach between the protection of Outstanding Universal Value and tourism development through developing a comprehensive and precise understanding on the World Heritage values and scientifically planning and managing tourism under the direction of UNESCO's principles on sustainable tourism.

THANKS

Thanks for Listening