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
Thank You