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联合国教育、
科学及文化组织

Closing Remarks by Mr Alfredo Pérez de Armiñán,

Assistant Director-General for Culture,

at the closing ceremony of the

World Conference on Tourism and Culture: Building a New Partnership

Siem Reap (Cambodia), 5 February 2015

Honourable Ministers,

Ladies and Gentlemen,

This conference has afforded us the opportunity for Ministers of Tourism and Ministers of Culture from around the world, experts and stakeholders from both sectors to come together to explore new models of partnership between tourism and culture.

Our deliberations have been extremely rich.

It is never easy to summarize, but before doing so, however, I would like to express my thanks to you all for having participated actively in these debates.

Indeed I am very grateful to all the governmental representatives who have gathered here today: Ministers, Vice-Ministers, Ambassadors, senior Government officials, experts and practitioners. Your statements and interventions have been most insightful and inspiring.

My sincere appreciation and gratitude go to the Royal Government of Cambodia and the provincial government of Siem Reap for their warm hospitality and the excellent arrangements made for us. This conference would not have been possible without their generous support.

I would also like to thank the UN World Tourism Organization.

Secretary General Rifai we appreciate our close collaboration and look forward to working with you in implementing the outcomes of this conference.

Ladies and Gentlemen,

Culture and tourism are inextricably linked. Over the past two days we have heard about the extraordinary potential of cultural tourism for sustainable development and conservation and have acknowledged our shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as the significant opportunities for both culture and tourism to develop new partnership models.

But this is just the beginning.

Culture and tourism together have the potential to create jobs and better livelihoods, inspire and unify.

We have heard about innovative approaches to link people and foster sustainable development through Cultural Routes, promote closer linkages between tourism, living cultures and creative industries and harness the potential of tourism for urban renewal and development.

We must pursue this collective work to unleash this great potential.

We must forge new and stronger partnerships between the public and private sectors and with civil society. I can say unequivocally that UNESCO is committed to working with you to achieve this critical goal.

But for UNESCO our key priority remains preserving, conserving and safeguarding natural and cultural heritage in its diverse forms as guided by the various culture conventions adopted by States Parties.

Tourism has an essential role to play in valuing and safeguarding culture. Above all resources are needed to protect these priceless assets.

The conference declaration before us provides a blueprint for action and an unprecedented opportunity to deepen our commitment to the shared values expressed in this document.

We must find ways of opening up and reaching out.

In this spirit, I feel very inspired by the energy generated by this distinguished assembly and the commitment you have shared over the past two days, and I appeal to you to always think big, and to join forces.

In closing, on behalf of the Director-General of UNESCO, I would like to reiterate our appreciation for your steadfast commitment, and your inspiration, and I look forward to working with you in the future.

I wish you all safe travels as you return to your respective homes around the world.

I thank you very much.