

CULTURAL HERITAGE MANAGEMENT AND TOURISM

Models for Co-operation Among Stakeholders

“Travel and tourism is one of the few sectors which has major growth potential. For example, it provides opportunities for job creation and economic development; enhances social progress and strengthens communities; encourages the protection of the environment and contributes actively to conservation.”

United Nations Commission on
Sustainable Development



Preface

In the global struggle to alleviate poverty and promote peace, sustainable tourism and cultural heritage have emerged as powerful tools, particularly in the developing world: Economically it provides millions of new jobs every year, and socially it advances cohesion and tolerance across international frontiers.

The World Heritage sites serve to remind us that there are places on the globe that belong to mankind as a whole by virtue of their uniqueness and universal value, and binds us together as human beings.

The 2004 UNDP Development Report ('Cultural Liberty in Today's Diverse World') states that freedom of cultural expression is a necessary precondition "to build inclusive, culturally diverse societies." In this process, the World Heritage concept, and the ability of the World Heritage sites to attract the attention of hundreds of million travellers every year, contributes to provide better living conditions for poor communities. At the same time, it can help promote the cultural diversity and intercultural dialogue much needed in today's world.

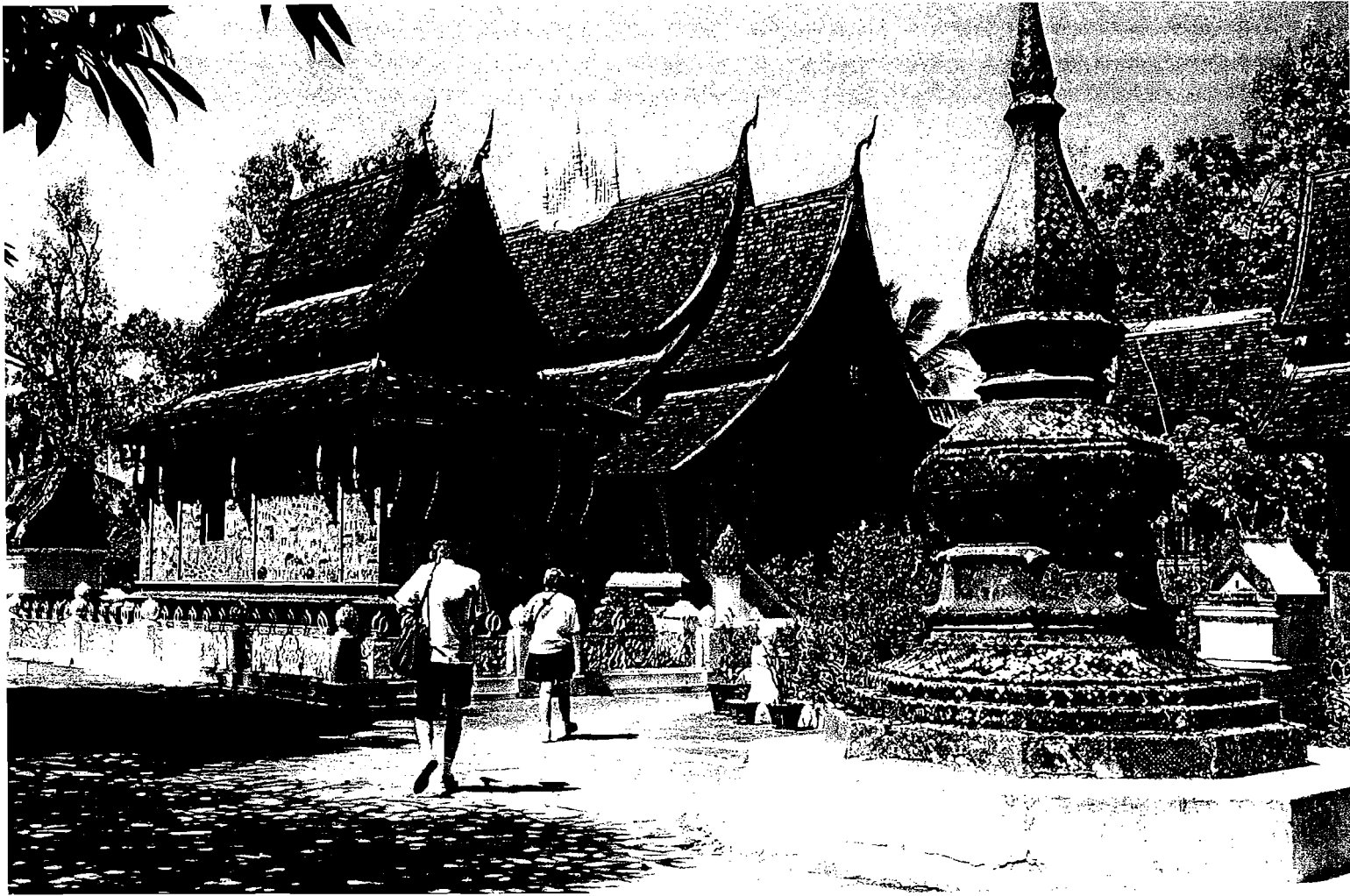
The promotion of sustainable tourism through innovative projects in developing countries is therefore one of the Nordic World Heritage Foundation's key priorities. This report presents the results from one such project; "Cultural Heritage and Tourism: Models for Co-operation among Stakeholders".



Kris Endresen

Director

Nordic World Heritage Foundation



CULTURAL HERITAGE MANAGEMENT AND TOURISM

Background: tourism, culture and the developing world

Tourism is arguably the largest industry in the world, generating upwards of 250 million jobs and close to 12% of world GDP. Within this tourism sector, 'cultural tourism' is one of the fastest expanding segments. Furthermore, it has become clear over the last few years that it is the developing world which takes an increasingly large portion of this expansion. Increasingly, developing countries will feel the impact of tourism.

Properly managed, the tourism and travel industry can bring substantial benefits on both a regional and a local level. Tourism has the potential to enhance and safeguard both physical and intangible heritage. By providing new employment opportunities in a world where traditional economic activities

United Nations Educational
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In cooperation with
the Nordic World
Heritage Foundation

are often in decline, tourism can help alleviate poverty and curb the out-migration of youth and other marginally-employed members of communities. Tourism has the power to revitalize traditional building and craft industries, bringing in much needed foreign currency and investment. On a more human level, tourism has the capacity to strengthen local communities' self-respect, values and identity, thereby further enhancing their development potential.

Tourism has been described as 'a goose that not only lays a golden egg, but also fouls its own nest'. There are countless examples of how unplanned tourism, although potentially profitable in the short term, has damaged fragile historical and cultural sites or phenomena, undermining their heritage value. Far from strengthening a community's self-image and cultural values, unplanned tourism has the ability to erode and undermine them. Furthermore, although tourism is increasingly recognised as a potentially powerful development tool, situations frequently arise where local communities are side-lined and benefit little.

While these potential negative impacts of the tourism industry pose a particular threat to developing countries, avoiding these eventualities is very much a global responsibility. Furthermore, there has been an increased awareness among local communities, conservationists and the tourism industry alike, that these potential pitfalls of unplanned tourism have repeatedly arisen, amongst other reasons, due to a lack of resources and understanding of the issues involved. There has also been a lack of articulation of interests, and of co-operation between parties involved at a local level. Increasingly the stakeholder groups have sought advice from UNESCO and other bodies to try and develop models and workable solutions through which sustainable cultural tourism can be encouraged and managed

The project: Managing tourism's power to serve local culture

It was in response to this situation and demand that the Cultural Heritage Management and Tourism: Model for Co-operation Among Stakeholders project was launched. The project was initiated and implemented over a four year period from 1998-2001, through the UNESCO Regional Office for Asia and the Pacific in co-operation with the Nordic World Heritage Office. Funding was provided by Norway through the Ministry of Foreign Affairs, the Ministry of the Environment and NORAD, with contributions from the World Heritage Fund. The total cost of the Cultural Heritage Management and Tourism project being approximately \$500 000.

The project used Asia and Pacific World Heritage Towns as working case studies. All pilot sites were either already on the UNESCO World Heritage list or on the States Parties' Tentative List of World Heritage properties when the project commenced. The decision to focus the project on these sites grew from the belief that although the situation of each pilot site town was unique, being World Heritage locations they faced related challenges - challenges which in many ways encapsulate the tourism conundrum facing much of the developing world: The communities have new opportunities to develop cultural tourism, yet face the simultaneous pressure and temptation to over-develop their fragile historical and cultural un-renewable resources. This pressure has been and continues to be especially intense in the Asia-Pacific region.

As the fastest growing and one of the most profitable industries in the world, tourism offers unparalleled opportunities for the economic development of local communities living in or near heritage sites in Asia and the Pacific. Throughout the region, the economic turmoil of recent years has led both to an increased re-



liance on international and domestic tourism as a means of generating revenue, as well as spurring deeper introspection about the contribution of culture and heritage to sustainable economic development.

While this geographical emphasis makes the project focus all the more relevant and poignant, it does not detract from its ability to serve as a model for other parts of the developing world facing parallel and often very similar tourism challenges.

Project objectives and rationale

1. To support sustainable tourism by creating an arena for dialogue among the different stakeholders in each pilot site, whether within the tourist industry or the local communities, and to strengthen the competence, capacity and economic basis of the latter for handling the preservation and maintenance of their heritage resources.
2. To develop workable best practice models for the sustainable preservation of heritage and the management

of tourism as a local resource, through the formation of mutually beneficial alliances amongst stakeholder groups. By placing particular emphasis on the voice of women and youth in the localities, the project aimed to ensure that the definition of 'stakeholders' would be both inclusive and representative.

The project's development focus placed it within the category of poverty alleviating 'pro-poor tourism'. Indeed the objectives of the Cultural Heritage Management and Tourism project reinforced both the 1972 'Convention Concerning the Protection of the World Cultural and Natural Heritage', as well as the Norwegian Ministry of Foreign Affairs' 1997 'Strategy for Environment in Development Co-Operation' which stated that priority should be given to '...development of models for sustainable tourism in prioritised areas of cultural interests.'

Project design: 8 Asian pilot sites

As the Cultural Heritage Management and Tourism project aimed to encourage and facilitate communication and co-operation between stakeholders at all levels, it was decided that the project should be firmly rooted in local case studies – hence the adoption of ‘pilot sites’. These were

- Bhaktapur, Nepal
- Hoi An, Viet Nam
- Kandy, Sri Lanka
- Levuka, Fiji
- Lijiang, China
- Luang Prabang, Lao PDR
- Melaka, Malaysia
- Vigan, Philippines



An important goal was to establish a network of communication between the pilot sites, so that they could pool experience and learn from one another underway. The project progressed through four phases. All phases have now been completed:

- During Phase I, test sites were identified and on-site analytical studies of both the tourism and heritage sectors were conducted.
- During Phase II, the results of these analyses were presented at a workshop held in Bhaktapur, Nepal which took place in April 2000, at which time test Action Plans were drawn up by the Pilot Sites to address the problematic issues of communication and coordination between the tourism and heritage sectors identified during the Phase I studies.
- During Phase III of the project, these Action Plans were under experimental implementation at each test site.
- During Phase IV of the project, a workshop in Lijiang, China was organized in October 2001 to evaluate the results of the pilot sites' implementation of their Action Plans, to re-formulate the pilot sites' Action Plans to sustain their gains over the long term, and

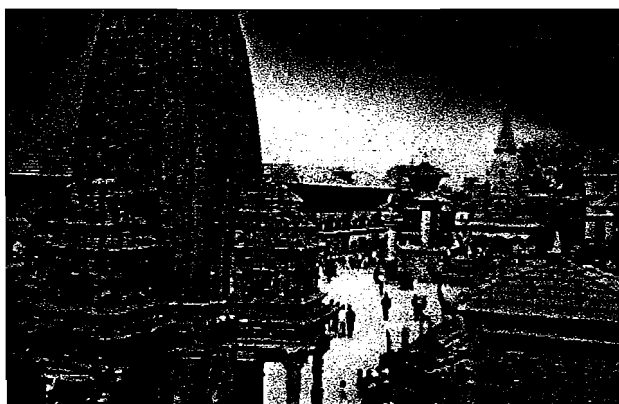
to define models of cooperation for the development of sustainable tourism industry at the community level'.

- The last activity of the 4-year project on 'Culture Heritage Management and Tourism: Models for Co-operation among Stakeholders' was a workshop held in Penang, Malaysia from 15-18 January 2003. Through discussions on how to move to best practice, the workshop identified and formulated key strategies to mainstream best case practices from the 8 pilot sites into policy and implementation.

Results

Participation in the 4-year project has been beneficial to their local communities, in terms of introducing revenue capture schemes from the tourism industry, integrating conservation and site presentation into local development and budget plans, human resource development in tourism industries and services, and strengthening community participation in planning and implementation of project activities.

Bhaktapur, Nepal



Main Achievements under the Project

- Tour guiding training programme for 37 local youths implemented in May 2002
- Establishment of heritage and tourism sections within the Municipal Government
- Heritage education conducted among local school teachers and members of NGOs
- Upgrading of tourist information centers and production of heritage information maps
- New tourist brochures and a newspaper on Bhaktapur's cultural heritage have been published and distributed free of charge

Indicators of Project Success and Sustainability

- Policies on taxation of tourism-related establishments have been adopted by the Municipal Council
- Cultural Heritage Fund has been established by the municipality. US\$ 32,000 has been allocated yearly for the last two years to providing grants for the repair and maintenance of privately-owned heritage houses
- 296 heritage conservation projects were completed 1999-2002. Local skilled workers were used in the conservation/restoration projects

Project Impact on the Municipality

- Increased employment opportunities for local tour guides and skilled workers in conservation and restoration projects have improved the socio-economic conditions of local inhabitants and increased community participation in tourism services and conservation
- Conservation policies and guidelines for the development and conservation of the historic core have been implemented through mandatory building permit procedures and adherence to building codes and guidelines

Lijiang, China



Main Achievements under the Project

- Establishment of the Lijiang Ancient Town Preservation and Management Committee in June 2000
- Enactment of a preservation tax which is reinvested back into the preservation of the historic district
- Revival of traditional activities and cultural performances within the historic core
- Continuing education to increase cultural awareness and training of local guides
- Regulation and control of commercial activities of businessmen from outside Lijiang
- Provision of financial assistance for the restoration/repair of privately-owned built heritage

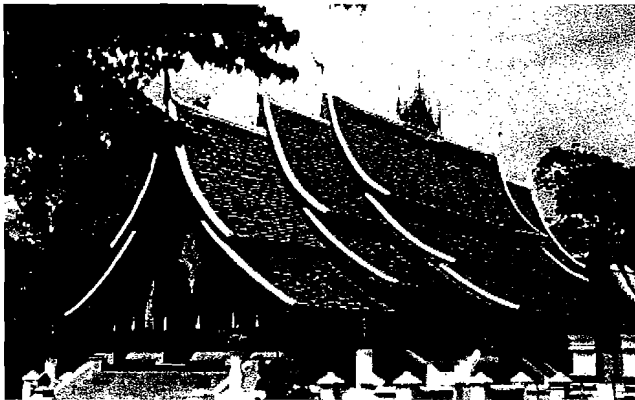
Indicators of Project Success and Sustainability

- Collection of preservation tax increased by 158% from US\$ 2.21 M in 2001 to US\$ 5.7 M in 2002
- Municipal expenditure in cultural conservation increased from 7% of total expenditure in 2001 to 13% of total expenditure in 2002
- Substantial increase in community participation in tourism industry and cultural conservation, in terms of local guides, local ownership of tourism-related establishments, and employment in cultural industries

Project Impacts and Evaluation

- The enactment of the preservation tax has contributed significantly to the economic development of Lijiang and has increased municipal allocation for heritage preservation
- The project initiated the demolition of inappropriately designed buildings near the entrance to the historic core

Luang Prabang, Lao PDR



Main Achievements under the Project

- Continuing consultation with local stakeholders on the development of sustainable tourism industry
- Establishment of a heritage fee of US\$ 2 per tourist collected through tourist accommodation facilities. The local government unit is still exploring ways of how to implement this measure effectively.

Indicators of Success and Sustainability

- Local government has decided that 40% of revenues collected from entrance fee to cultural sites are to be invested back in the conservation of the sites.
- Tourist arrivals in 2002 increased by 47% over the previous year
- Introduction of heritage education in the secondary school level in 2002
- Increased community involvement in heritage education and conservation

Project Impacts

- The introduction of a heritage fund has ensured the continuing maintenance and conservation of cultural sites in Luang Prabang
- Increased awareness of significance of cultural resources

Problem area to be considered

Though the Heritage Fund has already been established, no income has been generated from the proposed US\$ 2 bed tax per tourist due to the reluctance of the owners of accommodation facilities to declare their occupancy which may affect their property taxes. The other option of increasing the entrance fees to major tourist destinations in Luang Prabang has not also been implemented, considering that this strategy entails some legislative actions at the provincial level.

Melaka, Malaysia



Main Achievements under the Project

- Creation of community education and skills training in kampongs and villages
- Formulation of pilot interpretation project for Harmony Street
- Organization of public awareness programmes among local stakeholders
- Identification and inventory of tangible and intangible cultural resources within various ethnic/cultural enclaves
- Establishment of an interpretive center in 2003
- Development of a code of conduct among local tour guides

Indicators of Project Success and Sustainability

- Significant number of heritage projects undertaken
- Relatively high revenue from sales and service tax captured by the Federal Treasury from the tourism industry has generated a generous contribution to conservation projects within the historic core
- Substantial increase in community participation in tourism services and conservation, particularly in the ownership of shops, art galleries, and catering services
- Amendment to the 1976 Town and Country Planning Act has empowered the Municipality to impose an increased fine for offences involving demolition of heritage buildings.
- Active involvement of the Melaka Heritage Trust in formulation of conservation/ cultural heritage plans for the historic core

Project Impacts

- Creation of direct and indirect employment opportunities in tourism sector and heritage conservation
- Improvement of living environment within the historic core
- Integration of the action plan formulated during the Lijiang workshop into the Melaka (Review) Structure Plan.
- Twinning with Penang for a joint nomination to the World Heritage List

Kandy, Sri Lanka



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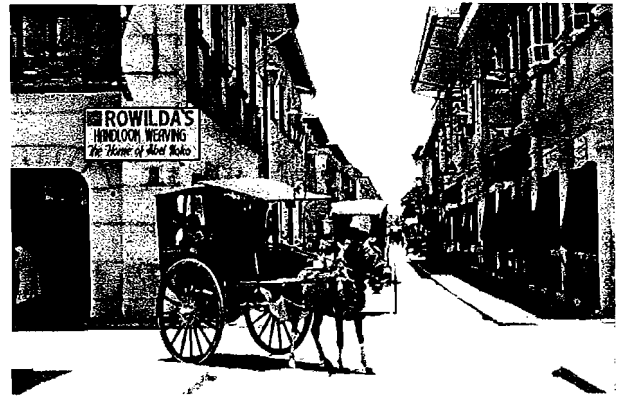
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Vigan, Philippines



Main Achievements under the Project

- Enactment of ordinances to enhance the livability of the city aimed at reducing pollution (noise, air and visual), sanitation improvement, waste management and decongestion of streets of illegally parked vehicles
- Promotion of appropriate use of historic buildings
- Development and enhancement of livelihood opportunities
- Adoption of the Vigan Master Development Plan that was prepared with the assistance of the Spanish Agency for International Cooperation
- Restoration of a historic building and its re-use as the Vigan Cultural Trade Center
- Imposition of regulatory fees for delivery trucks
- Institutionalizing the arts and culture fund through automatic appropriation
- Promotion of Vigan through the establishment of a website

Indicators of Project Success and Sustainability

- Increase in contribution of tourism industry to municipal revenue in terms of hotel and restaurant taxes collected
- 80% of amount retained by the city from tourism industry contribution was reinvested in heritage conservation
- Significant increase in community participation in tourism industry, particularly in ownership of tourism-related establishments, and including volunteer programmes in heritage conservation

Project Impacts

- Increased level of cultural awareness and community pride
- Cultural heritage conservation has become a political platform
- Increased conservation and development activities within historic buildings

Hoi An, Viet Nam



Main Achievements under the Project

- Revitalization of streets within the historic town to encourage redistribution of economic benefits from tourism
- Eleven buildings restored for public use
- General provision for heritage advice and loan/grant for building repair/ restoration
- Organization and control of commercial use of buildings
- Heritage education in schools and vocational training
- Development of international website promoting Hoi An
- Revival of traditional and cultural activities which are staged regularly for the benefit of local inhabitants and tourists.
- Decongestion of traffic from core area (except for essential services)

Indicators of Project Success and Sustainability

- Tourist arrivals in 2002 increased by 75% over 2001 figures
- Municipal expenditures in cultural activities accounted for 17% of total municipal expenditures, more than double the level of previous years
- Revenue capture from tourism, increased to US\$ 7.5 M in 2002, compared to US\$ 5.1 M in 2001 and US\$ 2.8 M in 2000
- 74% of total revenue reinvested back into heritage conservation
- No. of local inhabitants employed in heritage conservation and tourism-related establishments increased by 22% from 1999 levels
- Relocation of noisy business establishments outside the historic area

Project Impact on the Municipality

- Increased receipts from tourists and employment have improved the economic conditions of the inhabitants
- Enhanced local awareness on heritage values of the town
- Strengthened cultural exchanges and cross-country cooperation
- Enhanced political stability and social order from increased government assistance for heritage and tourism development
- Municipal ordinances enacted to enforce implementation of activities formulated within the context of the tourism project
- Hoi An has become a favorite location for shooting foreign movies

Levuka, Fiji



Main Achievements under the Project

- Continuing community involvement in the traditional ways of managing cultural resources and low-key tourism
- Continuing fund-raising for the restoration of the Father's Wharf which enjoys community support.

Indicators of Project Success and Sustainability

- Substantial increases in paid employment in the tourism sector
- Increased in the number of women employed in the tourism industry

Project Impacts and Evaluation

- Enhancement of community awareness and participation in heritage
- Identification of the different roles and agencies and government departments involved in tourism

Problem area to be considered

- Outsiders moving into Levuka and Fiji in general, and take the income from the country. This situation should be reversed, as in the case of Hoi An and Lijiang. Possible solution is the training in entrepreneurship of local stakeholders and the establishment of small business incubators.
- The political instability of Fiji for the last two years prevented local stakeholders in Levuka from implementing some of the planned activities under the site action plan).

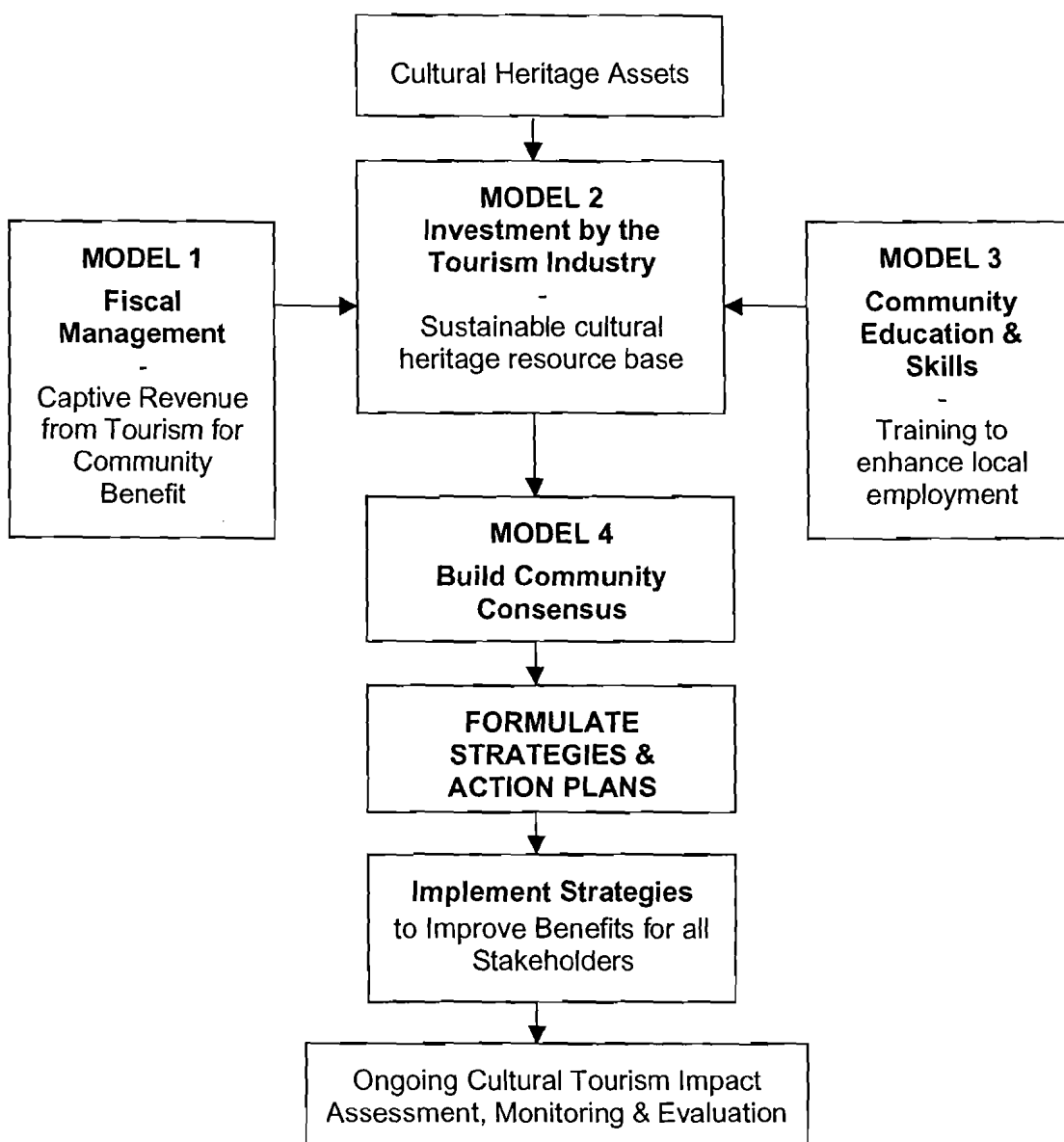
The Lijiang Sustainable Tourism Models

During Phase IV, the following 'Lijiang Models of Cooperation for the Development of Sustainable Tourism in Asia and the Pacific' were constructed, based on the outcomes and analysis of the results of implementation of action plans in each of the eight pilot sites over the course of the previous 18 months:

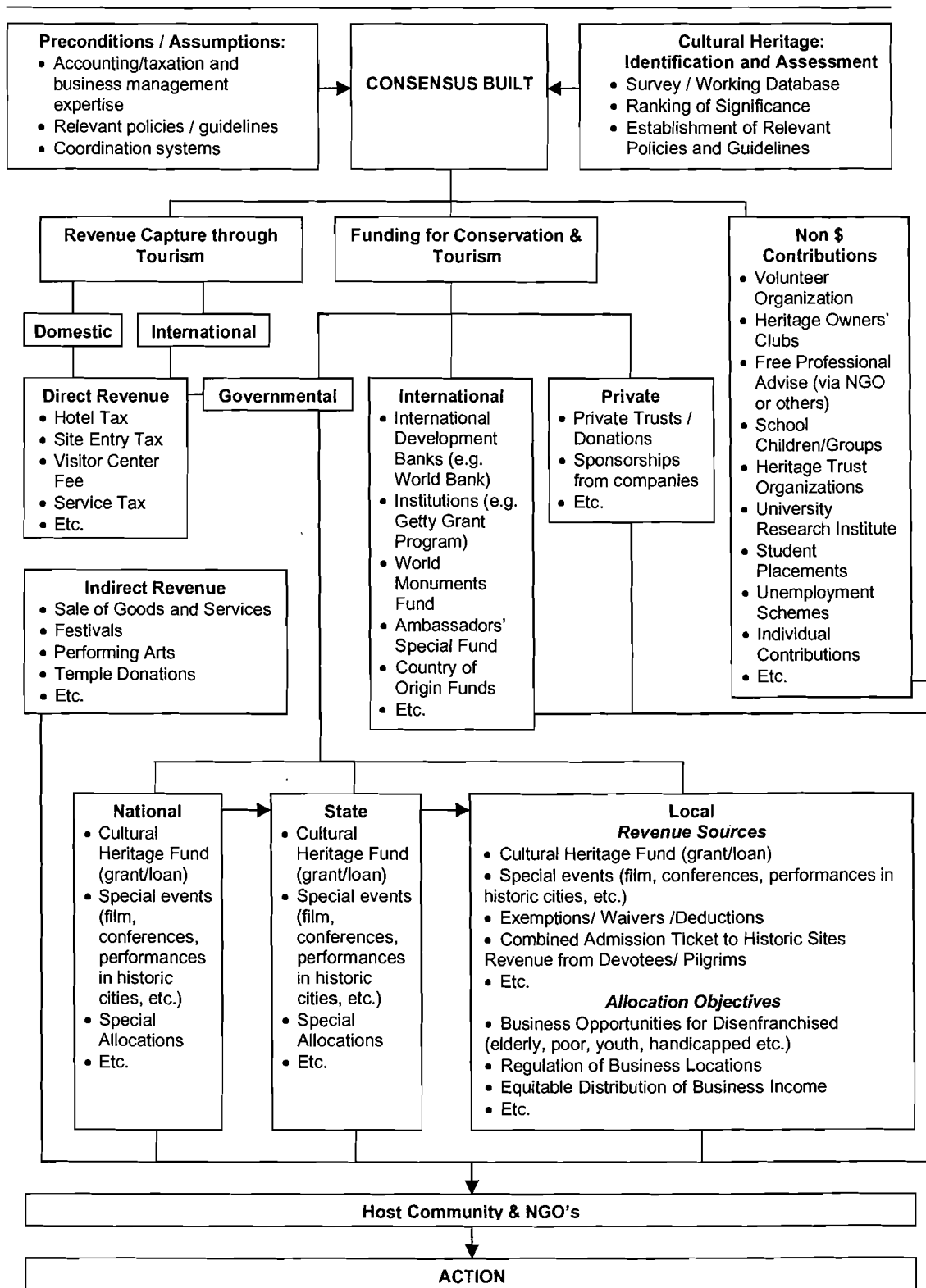
- Model for fiscal management of heritage conservation, maintenance and development at a municipal level
- Model for investment by the tourism industry in the sustainability of the culture heritage base
- Model for community education and skills training leading to employment in the heritage conservation and culture tourism sector, with emphasis on opportunities for women and youth
- Model for conflict resolution among tourism promoters, property developers and heritage conservationists

OVERALL MODEL FOR SUSTAINABLE CULTURAL HERITAGE MANAGEMENT & TOURISM

Four models have been developed and tested for the conservation of heritage and development of tourism as a local resource. The following diagram presents a picture of how these four models interrelate.



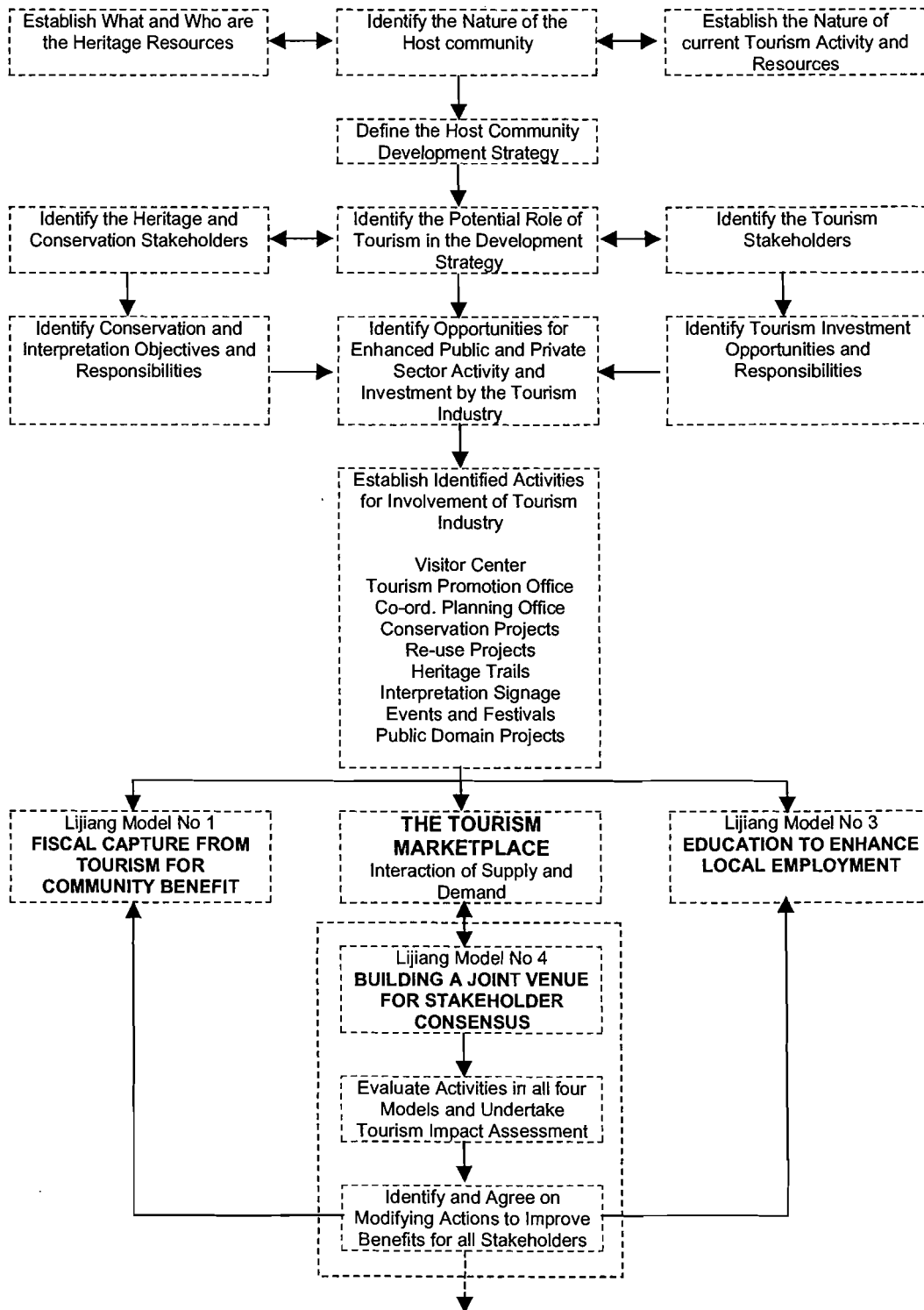
Model 1 Model for Fiscal Management of Heritage Conservation, Maintenance and Development at the Municipal Level



- Conservation incentives and financial support systems for owners of historic buildings – generally applies to all sites.
- Development of exemptions, waivers and deductions - generally applies to all sites with appropriate mechanisms to be developed.
- Restructuring of tourism revenue collection system for conservation and maintenance:
 - Hotel tax revised to combined historic site ticket replacing current individual entry fee; revenue to provide direct funding support for identified initiatives - (Lijiang)
 - From tourist departure points to arrival - combined entry ticket to a number of monuments or sites to discourage practice of individual temples charging their own admission fees (Luang Prabang)
 - Generally from domestic tourists with decline in international tourists (all sites)
- Transparency of revenue collection and beneficial expenditure (proposed generally but particularly Lijiang, and Hoi An).
- Management and dispersal the spread of economic activity (eg away from the main street into the other

- areas such as in Lijiang, also Hoi An and Melaka).
- Indirect revenue capture from devotees or pilgrims (Kandy).
- Reduce dependence on external funding agencies (generally but particularly Kandy).
- Opportunities for small business income generation by the marginalised people (women, youth, disabled, elderly, poor) (Ping Shan – Hong Kong).
- Revenue capture from special events (such as using the site as a film location or music location) (eg, Hoi An - The Ancient Quarter).
- Development of a comprehensive data base/inventory (with necessary research) to provide basis for development of conservation policies and strategies (Melaka)
- Planning and approval incentives for historic fabric repairs and adaptive reuse (all sites).

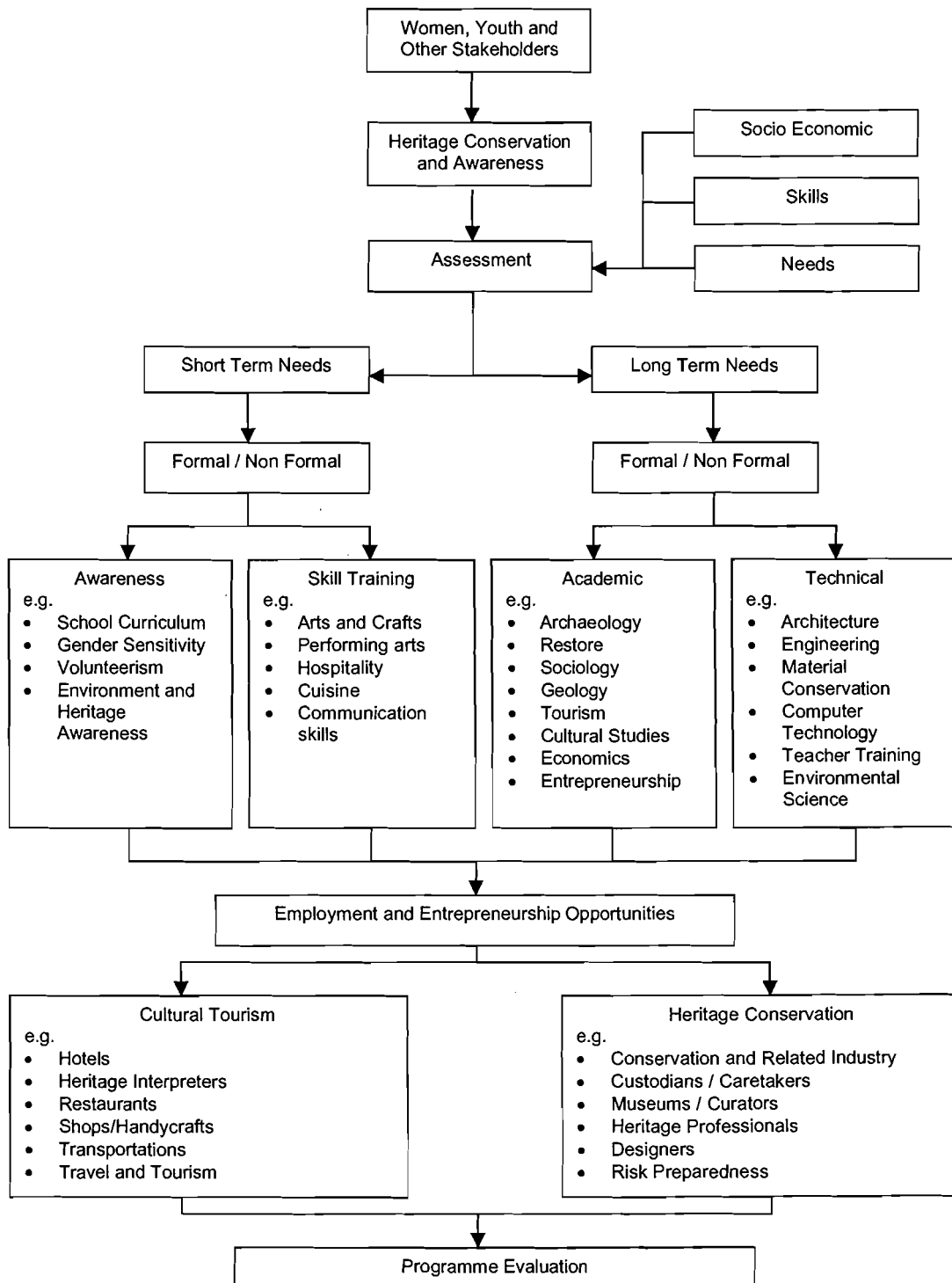
Model 2 Model for the Involvement and Investment by the Tourism Industry in the Sustainability of the Culture Heritage Resource Base and Supporting Infrastructure



- Focal information/ interpretation /community centre as a major tourist and public facility (all sites)
- Encouragement of appropriate historic building re-use for tourism accommodation (Bhaktapur).
- Capture more information on domestic tourism, particularly with regard to those who come for the special ceremonies and major events to try and capture expenditure in the town (Bhaktapur).
- Assess impacts of tourism on the local community, who do not see what benefits are possible from tourism (Bhaktapur).
- Recognition that tourism may and should be a secondary form of economic activity (Levuka).

- Diversification of fragile and narrowly based economy to an eco tourism operation that with a niche and sustainable framework (Batanes).
- Acknowledgment of visitor contribution and explanation on how contribution will be spent (Luang Prabang).
- Improved living conditions as a result of tourist revenue (Hoi An, Vigan, Lijiang and others).
- Assess tourism carrying capacity and regulate visitor numbers (particularly Ha Hoe).
- Regulate commercialisation of historic city.

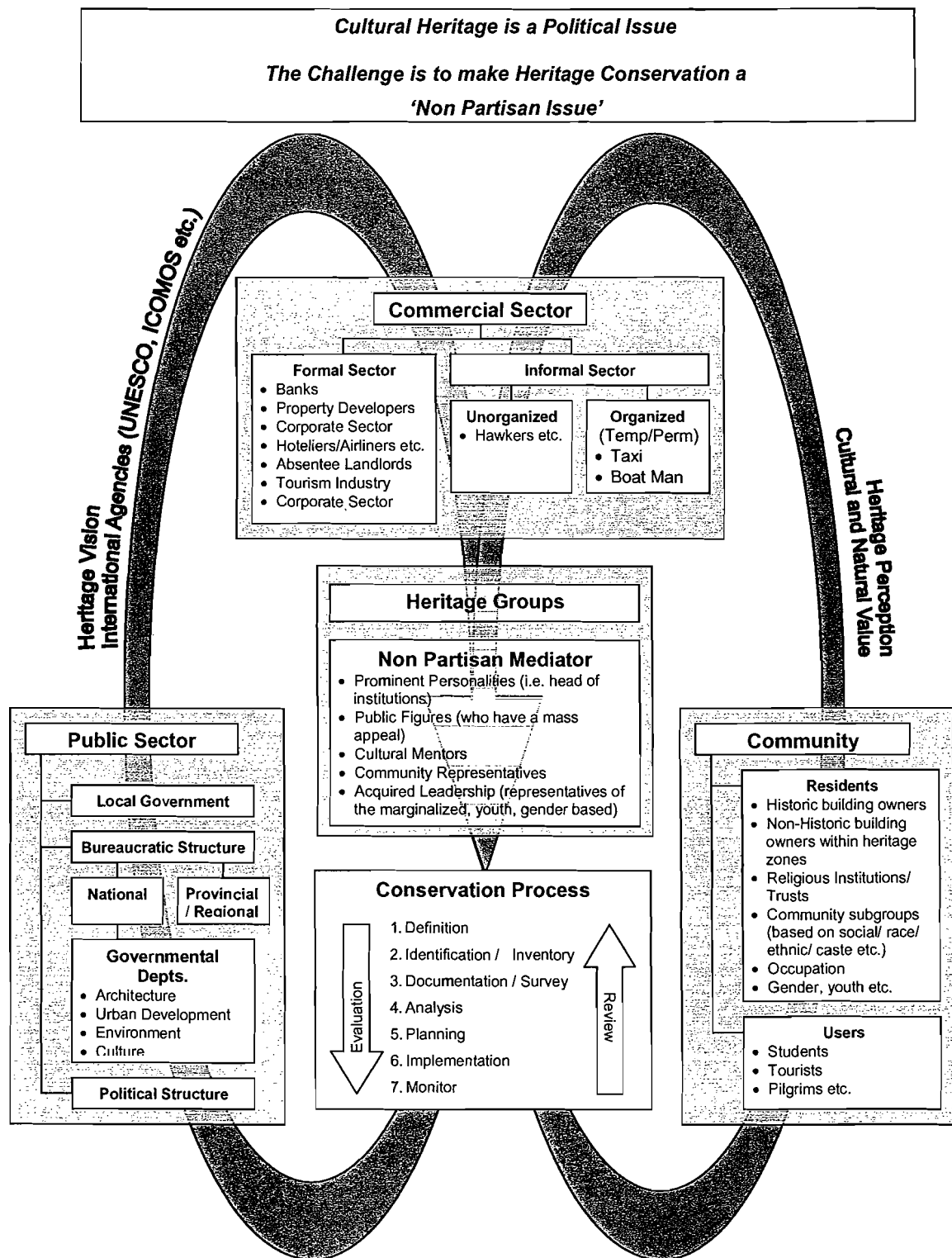
Model 3 Model for Community Education and Skills Training Leading to Employment in the Heritage Conservation and Culture Tourism Sectors, with Emphasis on Opportunities for Women and Youth



- Human resource development at all levels.
- Production of a Historic Home Owners Manual (Bhaktapur).
- Guides trained to have good local knowledge (Bhaktapur).
- Skills for young people that can be translated into employment opportunities in the conservation of the historical buildings, production of traditional crafts and performance of traditional ceremonies (Bhaktapur).
- Technical support for reuse of historic buildings (all sites).
- Involvement of young people in volunteerism, by improving structures that mobilise enthusiasm and interest within the community (particularly Lijiang).
- Focusing on close linkages between sustainable ecological practices and the conservation of heritage for lifestyle improvement (Lijiang, Levuka)
- Linking of education building and community consensus into coordinated process, at many levels

- in the community, particularly young people (particularly Luang Prabang).
- General education within the community to accept the role and potential of cultural heritage as a key part of their future (Macau).
- Historic trail development focus of a detailed conservation strategy (Hong Kong).
- Development of a comprehensive data base/ inventory (with additional research as required) to provide basis for development of conservation strategies (particularly Ladakh and Melaka).
- Performing arts and traditional skills development (all sites).
- Education of children in need (Hoi An).
- Localised management and control of the heritage asset through public education (all sites).
- Education of tourists to respect the cultural heritage (Hoi An, Ladakh and others)

Model 4 Model for consensus building (conflict resolution) among tourism promoters, property developers, local residents and heritage conservationists



- Define who the community is, its structure and their perception of their heritage
- What does their heritage mean to them?
- Dialogue based on a common vision.
- Volunteerism in heritage management.
- Development of methodology for local community involvement where there has been inadequate community consultation (Melaka).
- Heritage building owners club or similar structures (Vigan).
- Strong emphasis on stakeholder involvement and transparency to ensure a thorough identification

- of relevant issues and opportunities (generally applies to all sites).
- Overcome "road blocks to project, eg lack of support from the Government Heritage Administrative structures (Ha Hoe).
- Generate good will and symbolic capital.
- Capacity to mediate and modify plans in a continuous process of consultation.
- Managing and sustaining a successful partnership.
- Provision of adequate enforcement and political will (Bhaktapur, Melaka and Vigan).

About the Nordic World Heritage Foundation

Mission Statement

The main goal of the Nordic World Heritage Foundation is to help strengthen the work concerning the World Heritage Convention and the specific strategies given by UNESCO and the States Parties to the 1972 Convention on the Protection of the World's Cultural and Natural Heritage.

Strategic Framework

UNESCO's Global Strategy for the implementation of the World Heritage Convention, adopted by the World Heritage Committee in 1994, is the Foundation's main strategic framework. Its aim is to ensure that the World Heritage List reflects the world's cultural and natural diversity of outstanding universal value. The Nordic World Heritage Foundation is a partner in UNESCO's World Heritage Centre's long-term work and shall coordinate all its initiatives with the Centre.

Organisation

The Foundation was set up by the Government of Norway in cooperation with the Nordic partners, to help follow-up the Global Strategy. The Norwegian Ministry of Environment (MoE) appoints the Board of Directors with representatives from all the Nordic countries, the private sector and UNESCO.

The Memorandum of Association (MoA) for the Foundation regulates the function of the Foundation as an independent body under Norwegian law.

UNESCO's General Conference at its 32nd session decided to grant the Nordic World Heritage Foundation the status of a regional centre under the auspices of UNESCO, and authorised the Director-General to enter into a cooperation agreement with the Foundation.

Objectives

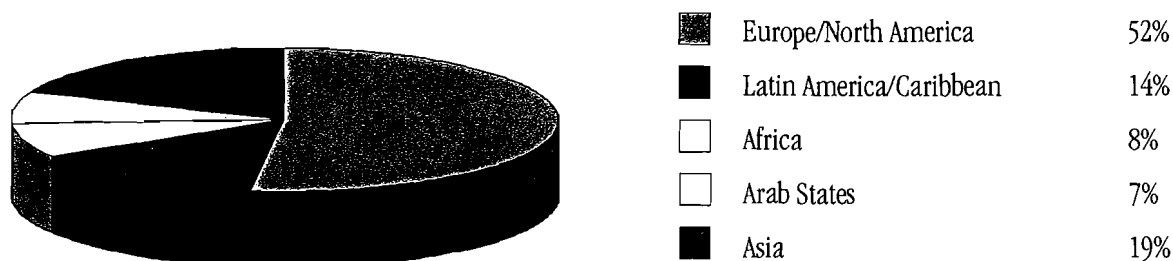
The Foundation shall focus its activities in the following main areas:

- Act as a focal point bringing the Nordic countries together in their collective attempts to fulfil the intentions and requirements of the Convention.
- Support the World Heritage Centre by facilitating technical expertise, disseminating information and contributing to innovative projects, all in support of the Convention.
- Mobilize funds from bi- and multilateral sources through the Foundation to secure transparency and visibility, and facilitate assistance for natural and cultural World Heritage conservation efforts in developing countries in support of the Convention.
- The Foundation shall act as a regional and international centre, supporting the follow up of the global strategy for a representative and balanced World Heritage List as adopted by the World Heritage Committee in 1994.

Values

The Nordic World Heritage Foundation adopts the United Nations Core Values – Integrity, Professionalism, Respect for Diversity – as shared principles underpinning the Foundation's work and daily activities.

Distribution of World Heritage sites according to Region



Network

The Nordic World Heritage Foundation works to link bi- and multilateral donors, civil society initiatives, corporate endeavours and philanthropists to particular World Heritage sites, or specific programmes. All activities are closely coordinated with the UNESCO World Heritage Centre. Our past and current partners include the Ministry of Foreign Affairs in Finland, the Norwegian Ministry of Foreign Affairs, NORAD, SIDA, UNEP, the World Bank and educational and private institutions and enterprises. The Foundation has also established a comprehensive international network with individual experts, authorities and consultants.

The Global Strategy Network

As a part of the follow-up of the Global Strategy for a better balanced World Heritage List, the Nordic World Heritage Foundation mobilises funding for awareness-raising, competence-building and preparatory assistance for the nomination of sites in underrepresented areas to the World Heritage List. In carrying out these activities, the Foundation makes use of a broad network including funding agencies, official authorities in the recipient countries and international World Heritage experts, in close cooperation with the World Heritage Centre.

Technical assistance for the nomination of the holy mountain Suleyman-Too in Kyrgyzstan has been provided by the Foundation through contracted World Heritage expertise from the Swedish National Heritage Board.

The Swedish National Board has assisted in a substantial three year nomination project on the Central African Slave and Ivory Trade Route. The project is financed by SIDA and is an example of the growing interest, through NWHF's awareness raising in the Nordic countries since 1996, to contribute to UNESCO's Global Strategy. It is also a contribution to UNESCO's proclamation of The International Year (2004) to Commemorate the Struggle against Slavery and its Abolition.

The Nordic – Baltic Periodic Reporting Network

The network for the coordination of the Periodic Reporting exercise in the Nordic Baltic region includes GRID-Arendal (UNEP) and focal points in the major institutions in the region responsible for the follow-up of the World Heritage Convention. Key World Heritage experts from Swedish National Heritage Board and the Finnish National Board of Antiquities are engaged in the production of the Periodic Reporting Executive Summary from the Nordic – Baltic region.

The Sustainable Tourism Network

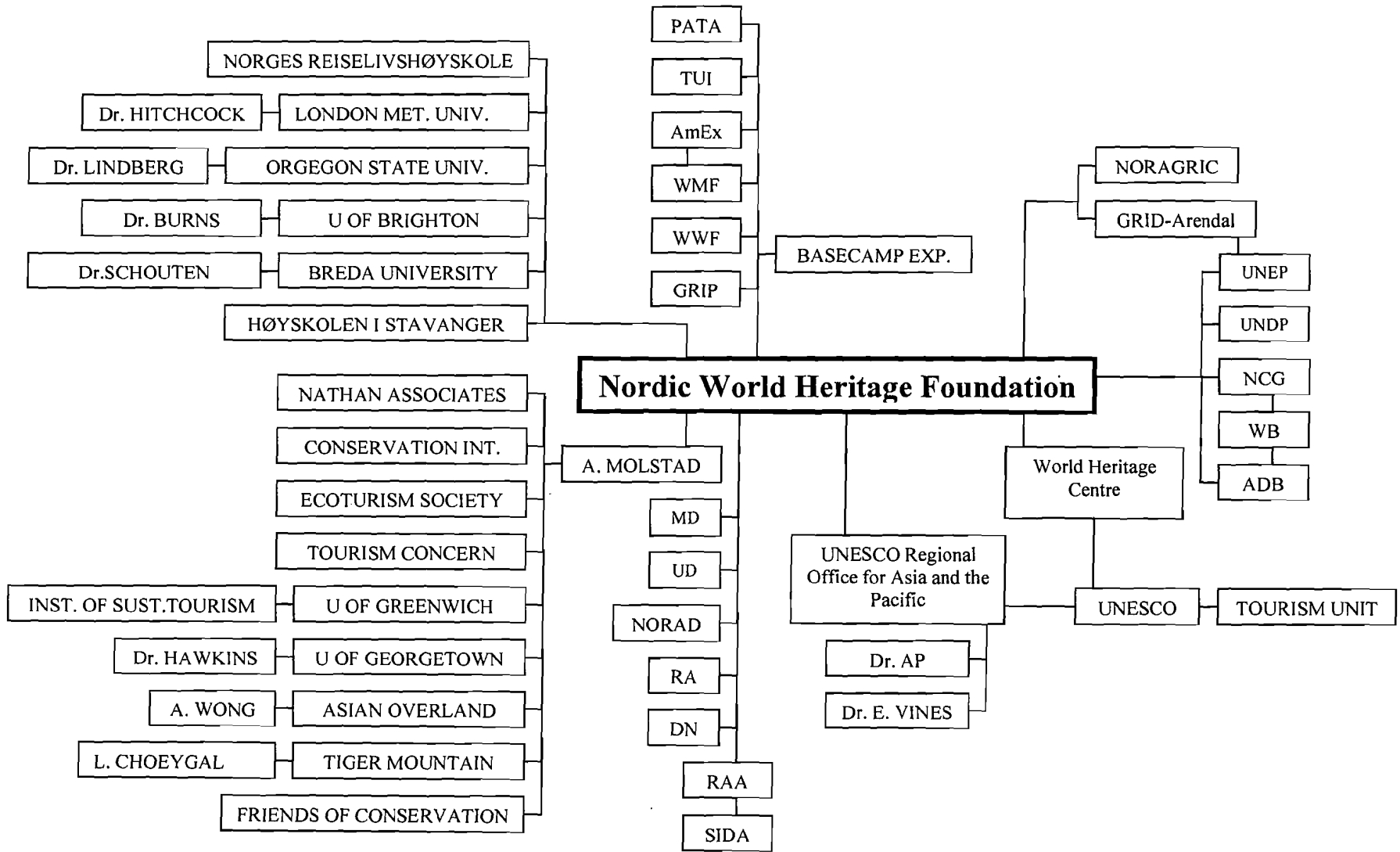
Sustainable Tourism as a development tool is one of the Foundation's main focuses. An extensive network has been developed, including the World Bank, the UNESCO Regional Office for Asia and the Pacific, private tourism enterprises, universities and tourism consultants. The geographic focus is South and South-East Asia, and Sub-Saharan Africa.

The Nordic Network

Through the Foundation's Board-members and partners in the Nordic countries, technical assistance has been provided to several new nominations. Assistance is either mediated through the Foundation or contracted by the Foundation. Key Nordic partner institutions in this work are the Swedish Environmental Agency and the Swedish National Heritage Board (Robben Island, Stone Town, Zanzibar, Lamu).

Assistance has been provided to Illulissat Icefjord at the Island of Greenland and Thingvellir in Iceland. Both nominations were inscribed by the World Heritage Committee at its 28th session 2004 in Suzhou, China.

NWHF INTELLIGENCE NETWORK: SUSTAINABLE TOURISM, CULTURAL HERITAGE, POVERTY REDUCTION & DEVELOPMENT



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