

# WORLD HERITAGE



## SUSTAINABLE TOURISM

### Amsterdam

Visitors, locals and commerce

### Medina of Fez

Heritage and tourism

### Agave Landscape

Local cooperation

### Mount Kenya

Pioneering teamwork

### Mount Fuji

Innovative protection

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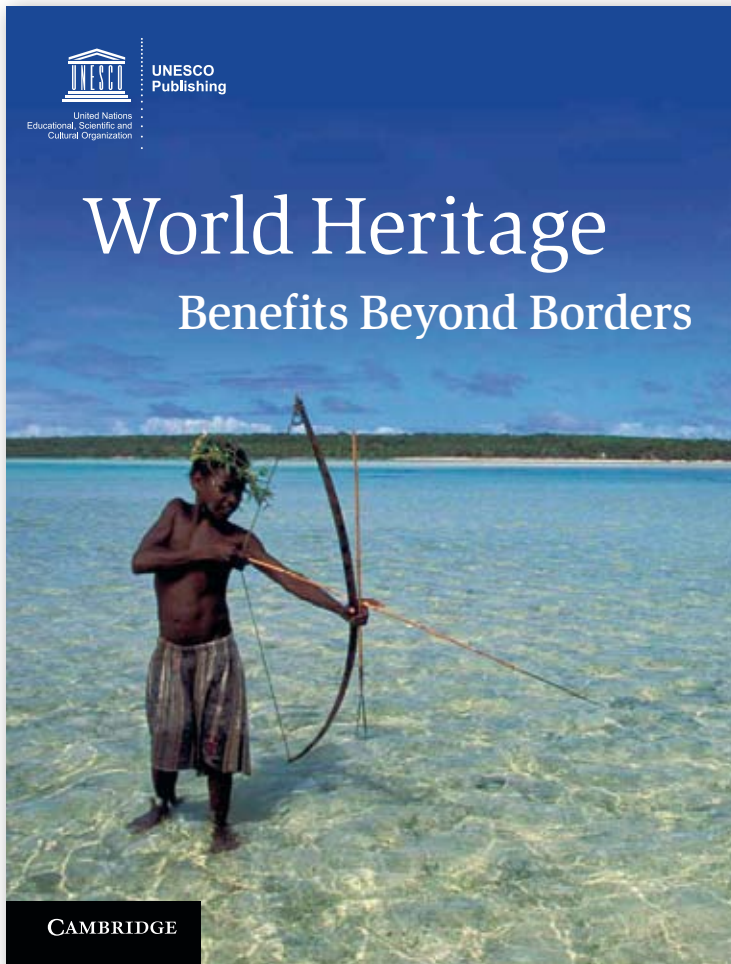
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## World Heritage: Benefits Beyond Borders



■ Published on the 40th anniversary of the World Heritage Convention, this thematic collection of case studies provides a thorough understanding of World Heritage sites and their outstanding universal value in the context of sustainable development.

■ The case studies describe twenty six thematically, typologically and regionally diverse World Heritage sites, illustrating their benefits to local communities and ecosystems and sharing the lessons learned with the diverse range of stakeholders involved.

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Cover: Seventeenth-Century Canal Ring Area of Amsterdam inside the Singelgracht (Netherlands)

The World Heritage Convention arose from the need to identify and protect outstanding natural and cultural sites for future generations. Over time, the effectiveness of the Convention has led to an increasing number of sites inscribed on the World Heritage List, resulting in not only a List including a great variety and number of places around the world, but an awareness of these sites that matches their global importance. In tandem with this recognition of our heritage – and the appeal of these sites often enhanced by World Heritage inscription – the tourism industry has exploded at a phenomenal rate, resulting in unprecedented numbers of visitors to sites both accessible and remote, compounding the issue of preserving sites even as we express our appreciation for them.

Thus the need for a sustainable approach to the planning and management of tourism, an industry that takes into account the needs of both the sustainability of the sites we visit as well as the visitors, that considers the needs of the local population and the impact mass tourism can have upon them. The rapid growth of tourism over the recent decades has turned out to be both a challenge and an opportunity—a wholly unexpected development with far-reaching consequences. Poorly managed and uncontrolled tourism can be a major threat for the values of heritage and for long-term economic development as a result of a degraded, less attractive and less competitive destination. However, when site managers and government authorities work together with local communities, tourism can become a benefit to sites and citizens alike, enhancing economic growth while addressing preservation needs and reinforcing the identity and well-being of local communities. When managed effectively, tourism allows communities to flourish and sites to remain intact. Everybody wins.

This is the theme addressed in the current issue of *World Heritage* and the various articles provide fascinating insights into the range of the issues that must be addressed on an ongoing basis. For one thing, site managers must avoid having their exceptional sites damaged or destroyed. But the local population must also be spared a similar fate: sustainable tourism must be organized in such a way that it brings social, economic and environmental benefits to those living on and around the site. Sustainable tourism planning and management places enormous responsibilities on those working to protect World Heritage and the articles in this issue highlight some of the good practices that have been adopted.

The main articles of this issue provide fascinating testimony to the complexity of the matter, but also to the wonderful resourcefulness of the stakeholders at the various World Heritage sites. Consider the way in which the city of Amsterdam is currently handling the millions of tourists that flock to it every year; but also the measures taken by the Japanese authorities to allow visitors to benefit from the beauty of Mount Fuji without damaging it; or the ingenuity displayed by the teams managing the cultural landscape of Tequila in Mexico, or of Mount Kenya in Africa. Finally, the interviews with United Nations World Tourism Organization (UNWTO) Secretary-General Taleb Rifai, who describes the booming tourism business and its role in heritage preservation; and entrepreneur and philanthropist Huang Nobu, who discusses the role of enterprise in supporting and protecting World Heritage sites, offer two engaging aspects of the links between tourism and World Heritage.

**Kishore Rao**  
Director of the UNESCO World Heritage Centre



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The authors are responsible for the choice and the presentation of the facts contained in the articles and for the opinions expressed therein, which are not necessarily those of UNESCO and do not commit the Organization. The designations employed and the presentation of material throughout this publication do not imply the expression of any opinion whatsoever on the part of UNESCO concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.



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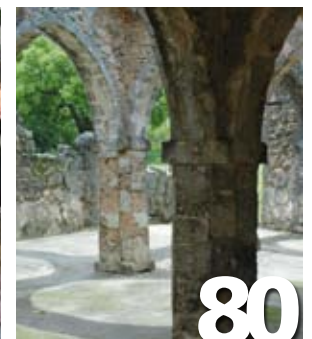
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United Nations Educational, Scientific and Cultural Organization



World Heritage Convention





# Charting a new course

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Peter Debrine  
Sustainable Tourism Programme coordinator, World Heritage Centre

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Cruises at Geirangerfjord (Norway).

© Guillaume Bavère





**O**utstanding Universal Value: these three words are the hallmark of World Heritage. They are the reason for which certain properties are listed, celebrated, safeguarded and protected. They also explain why these sites have become some of the top tourist destinations in the world.

Russell Train – one of the architects of the World Heritage Convention – predicted early on that the ‘World Heritage’ classification would be eagerly sought after and that sites so identified would, ‘become the “five-star” attractions of the world’s rapidly expanding tourist business’.

This was in 1967, five years before the World Heritage Convention finally came into force on 16 November 1972.

World Heritage is certainly a success story: 190 countries have now signed the Convention, and there are 981 properties in 160 countries inscribed on the World Heritage List.

## Heritage and development

UNESCO is firmly committed to strengthening the links between World Heritage and tourism, but its basic concern and priority undoubtedly remain the protection of heritage. It is equally determined to show that the implementation of the World Heritage Convention is an accelerator for sustainable development, at both local and national levels.

World Heritage sites are economically advantageous. They create jobs, promote local activity through arts and crafts, foster tourism and generate revenues.

In this perspective, the Convention is about socio-economic development as well as heritage conservation.

## Heritage is not a luxury

Heritage is not a luxury – it is a precious asset. This basic principle is the foundation of all our work on sustainable tourism.

Countless stories show that the protection of cultural landscapes, monuments, historic

centres or natural ecosystems can sustain visitor interest and generate revenues for the local population.

The relationship between World Heritage and tourism is a two-way street:

- World Heritage properties are major attractions for the tourism sector.
- Tourism offers World Heritage stakeholders the ability to meet the requirement of the World Heritage Convention to ‘present’ sites to the public and to generate funds for conservation, while also realizing community and economic benefits through sustainable use.

## A credibility issue

Effective tourism management of World Heritage properties to sustain the conservation objectives of the Convention, while supporting socio-economic development, can also be seen as a credibility issue.

World Heritage properties are among the most popular and heavily promoted visitor and tourist attractions in many countries.

## Towards a Nordic-Baltic pilot region for World Heritage and Sustainable Tourism

The Nordic World Heritage Foundation has embarked on a project to encourage Nordic and Baltic States Parties to develop sustainable tourism strategies as an integral part of the overall management regimes for World Heritage sites in the region. The project is twofold: developing an analytical framework that provides an overall assessment and a strategy framework which will provide guidance on developing sustainable tourism strategies for the fourteen pilot sites. The basis for the strategy framework is the guidance tools being developed by the World Heritage Centre that focus on best practice approaches to economic development through tourism meeting the highest criteria for sustainability and conservation. Various workshops and meetings have been put in place, including the launch in Visby (Sweden) in 2010 and two others, in Suomenlinna (Finland) and Karlskrona (Sweden) in 2013.

The project is being implemented with the support of the World Heritage Centre and contributes to the UNESCO World Heritage and Sustainable Tourism Programme adopted by the World Heritage Committee in 2012. A key feature is the examination of the mechanisms of the World Heritage Convention and in particular the Periodic Reporting tool in terms of tourism assessment. National policy and guidelines, as well as international frameworks and such criteria as the Global Sustainable Tourism Criteria (GSTC) for destinations, will also be examined. Norway is the first country to apply these criteria within a national context using World Heritage properties as pilot projects.



Kvarken High Coast (Finland / Sweden) from the Kvarken side.

© Ole Se Eriksen



Historic Centre of Riga (Latvia).

© Ole S Eriksen



### The Wadden Sea (Germany and Netherlands)

The PROWAD project (2011–14), co-financed by the European Union INTERREG IVB North Sea Region Programme, has developed a transnational tourism strategy which contributes to maintain the Outstanding Universal Value of The Wadden Sea World Heritage site while also providing benefits for people living in the region.

PROWAD has involved about 1,000 stakeholders in the Netherlands, Germany and Denmark, at local and national level, regional advisory boards and committees, and many other organizations that have made a valuable contribution to the strategy's development and implementation. It has also established a solid transnational network that provides the framework for implementing the joint strategy for sustainable tourism in the Wadden Sea World Heritage destination.



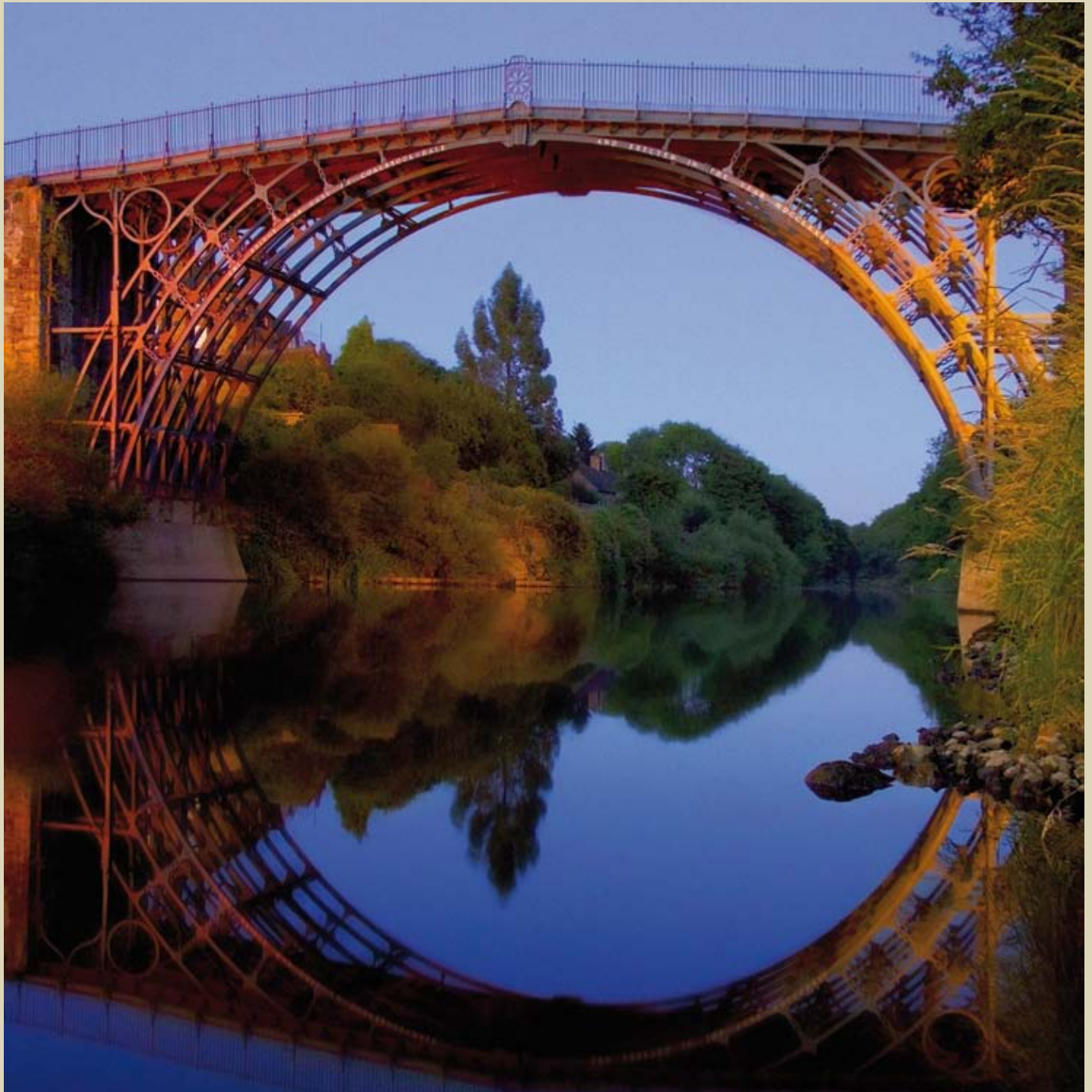
© Frederico di Campo

## Ironbridge Gorge (United Kingdom)

Ironbridge Gorge World Heritage site, an area covering 5.5 km<sup>2</sup>, is the birthplace of the Industrial Revolution. It receives around 1 million visitors each year and is committed to providing a high-quality educational experience through sustainable tourism. The management of the site is the responsibility of the Ironbridge Gorge Museum Trust which received a Gold Award in the National Green Tourism Business Scheme in July 2013. The scheme provides accreditation and encouragement to adopt sustainable practices to ensure the continued enjoyment of the environment.

Through its retail brands and outlets, the Trust promotes both its own historic collections and the creativity of contemporary local artists and designers and rents space in its buildings to support businesses and crafts.

The Trust has its own Environmental Policy and a Visitor Environmental Charter which lays down steps intended to encourage visitors to support the site and help it to become a more sustainable destination. The Trust also works closely on a number of environmental programmes with local schools and community groups as well as charities and other businesses.



© Ironbridge Gorge Museum Trust



The World Heritage community can be pleased that the aims and objectives of the Convention are being achieved in terms of public awareness and support for the world's greatest places.

This is a good outcome in relation to the 'presentation' task enshrined in Article 4 of the Convention.

World Heritage is now an established and credible international brand and well-managed international tourism and local visitation programmes have emerged in recent decades as one of the greatest mechanisms for communicating Outstanding Universal Values and heritage significance.

### Threats and promises

However the World Heritage community is also well aware of the impact of ill-planned and mismanaged tourism. An Asian proverb neatly sums this up – 'Tourism is like fire. You can use it to cook your soup but it can also burn down your house'. A positive

dynamic has to be created between these two poles.

The dramatic current and projected growth of international and domestic travel represents both challenges and opportunities for World Heritage sites and for the surrounding populations.

International tourist arrivals grew by 4 per cent in 2012 to reach 1.035 billion, according to the latest UNWTO World Tourism Barometer. This number is expected to reach 1.8 billion in 2030.

To ensure that the opportunities outweigh the challenges, tourism development and visitor activity should enhance visitors' understanding and appreciation of heritage values through interpretation, presentation and services.

Sustainable tourism relies on the development and delivery of quality visitor experiences that do not degrade or damage any of the properties' natural or cultural values nor their visitor attraction.

### Effective cooperation

Much tourism promotion, visitor activity, cultural exchange and economic development associated with World Heritage properties takes place in the surrounding localities, the neighbouring tourist destinations, or even in other parts of the country or internationally.

As a result, sustainable and responsible tourism development and visitor management requires effective, cooperative commitment and coordination between site management and all relevant public agencies and private enterprises.

With ever-increasing levels of tourism at a growing number of World Heritage sites, it is essential for all stakeholders in the heritage and tourism sectors to continually seek improvements in the management and sustainability of these relationships.

With unique experience and global vision, UNESCO has a major contribution to make in helping societies and communities

### Wadi Rum Protected Area (Jordan)

Tourism is the main activity in Wadi Rum and a significant source of income for the local community. The Visitor Centre is the main hub with interpretation halls, craft shops and restaurants as well as conference facilities and offices for the site management team. Visitors pay an entrance fee, some of which goes to help local tourism cooperatives. And visitors looking for a truly authentic experience can interact with Bedouins and stay in one of the twenty-eight licensed campsites.

In order to protect Wadi Rum, a zoning scheme has been devised and 84 per cent of the area is closed to visitors. Small craft enterprises and local Bedouin projects are supported in order to conserve traditional ways of life. The aim is not just to sustain landscapes and wildlife through these and other initiatives, but also to give local communities new opportunities to benefit from the protection of nature.



© F. Leone

to strike the right balance. This also applies to the important intangible contributions of heritage linked to tourism, however difficult they may be to quantify.

Tourism can play a vital role in intercultural dialogue and in building peace, by favouring the recognition of cultural diversity and thus understanding and respect.

## A new type of tourism

As practitioners in this important sector realize, a new and different type of tourism needs to be developed, one that is responsible, sustainable and that helps to protect the precious assets it relies on.

Heritage matters to everyone because it is a source of dignity and identity.

In a world where people are increasingly interconnected, culture and heritage have acquired a growing importance for the 'soft power' of a country, for its influence and outreach.

For all these reasons, UNESCO is committed to leveraging the power of World Heritage and changing the paradigm of how World Heritage and tourism development is approached.

## A Sustainable Tourism Programme

UNESCO has recently developed a new World Heritage Sustainable Tourism Programme to drive this approach forward. The programme creates an international framework for the cooperative and coordinated achievement of shared and sustainable outcomes relating to tourism at World Heritage properties.

It brings together tourism, one of the world's biggest economic and cultural exchange activities, with some of the most important and attractive natural and cultural tourist sites. This creates an international framework for achieving sustainability, national pride, community benefit, economic development and heritage conservation.

The programme and its proposed framework takes into account the differences in scale, experiences and capacity of various stakeholders in the heritage and tourism sectors. It addresses the motivations and concerns of individual stakeholders, enabling each of them to engage with the programme, interact with other stakeholders, contribute to and draw

benefits from the framework, identify shared issues and opportunities and develop cooperative outcomes.

Crucial to its success will be:

- Focusing on early intervention and the overall nomination process to ensure tourism management is included in the new sites inscribed on the World Heritage List.
- Lending strength to the enabling environment for effective policies and governance.
- Cooperating and partnering with the tourism sector, as it is the industry that creates the products.
- Taking a destination-based approach to tourism management, considering that most tourism takes place outside the boundaries of World Heritage properties.
- Promoting capacity development for site management and local communities to manage the properties more effectively.

In the end, this means that all of us will have to work together to ensure that our soup is cooked and that our houses remain standing. ☺

## Mogao Caves (China)

China nominated its first six sites to the World Heritage List in 1987. Among these was the Mogao Grottoes Site (also known as Dunhuang Grottoes) near Dunhuang, Gansu Province, in far north-western China. The wall paintings in the 492 decorated caves and niches (among a total of some 735 excavated into the cliff face) not only depict the changes undergone by Buddhism on spreading to China, but also afford information on everyday life, costumes and clothing, musical instruments, agriculture, warfare, foreign delegations and patrons.

Visitor numbers to Mogao Caves have risen from 26,000 in 1979 when the site was opened to over half a million per annum, the great majority of them domestic. The percentage of international visitors has decreased in the last decade, whereas domestic visitors have increased exponentially. The great majority come during the summer months.

To address these increasing numbers the local authorities have developed their management strategies, including a new Visitor Centre



© Getty Conservation Institute

scheduled to open in 2014. Inspired by the dunes of the Gobi Desert, it features state-of-the-art digital projection theatres to display the ancient Buddhist art of the grottoes. Tourists can take a shuttle bus to the site some 15 km away. The Visitor Centre and grottoes have a capacity of up to 6,000 visitors a day.



### iSimangaliso Wetland Park (South Africa)

iSimangaliso Wetland Park includes 9 per cent of the South African coastline. Since its inscription as a World Heritage site in 1999, it has become a significant player in the regional economy by virtue of its size and its contribution to the tourism economy. Notably, its share of the 1.4 million international and 11.9 million local tourist arrivals to KwaZulu-Natal Province has been consistently increasing and has been referred to as the tourism 'jewel' of the Zulu Kingdom.

iSimangaliso is managed by the iSimangaliso Wetland Park Authority which is in charge of conservation, community benefit, and tourism and marketing activities. The framework and zonation for all activities in the park are set out in an Integrated Management Plan. In addition, the park must comply with strict environmental and monitoring processes. Gate limits are set to cap maximum visitor numbers. The underlying principles are conservation of the World Heritage Outstanding Universal Value, community empowerment and equitable public access.

The park is divided into three ecotourism use-zones: a core wilderness zone where very low-intensity use is allowed – access is only by foot and there is no infrastructure; a restricted-use zone where visitor access is permitted on approved management tracks or on guided walks with licensed and trained guides; and a controlled-use zone that allows self drive by visitors on paved and gravel roads along with self-guided activities such as walking, swimming and snorkeling. This zone also has interpretative signage and educational displays, accommodation and other facilities such as hides and aerial boardwalks. Natural resource management and environmental awareness programmes are also undertaken by park staff. There are over 120 registered research projects.

Community empowerment is park-wide and cuts across all areas of work. Programmes include entrepreneurship and small business development, training in arts, crafts, hospitality, food security (agricultural gardens), land rehabilitation, youth environmental education and bursaries for undergraduate studies. Tourist accommodation and activities include mandatory local community equity and employment.



© Steve Slater

### City of Quito (Ecuador)

The UNESCO Office in Quito is currently promoting an Executive Management Plan for the integrated management and enhancement of the monastery of San Francisco del Quito, financed by Italian International Cooperation Funds and with the collaboration of national and local heritage and tourism organizations. The plan was drafted by a committee of experts from ICOMOS, the University of Barcelona and UNESCO-Quito, and consists of four programmes: heritage conservation, building preservation and enhancement, sustainable tourism development and promotion of the monastery's image with a view to creating business opportunities and employment. The second implementation phase will continue throughout 2014.



© Waldopics



# Keeping this beauty afloat

## Balancing visitors, locals and commercial activities

Boudewijn Oranje  
Member of the Daily Board of Amsterdam City District Council  
in cooperation with  
Fransjan de Waard  
independent sustainability consultant, De Waard Edible Landscape

Typical image of the canal houses with their different sizes and architectural styles at Seventeenth-Century Canal Ring Area of Amsterdam inside the Singelgracht (Netherlands).

© Edwin van Eijs





chic&basic



## In Focus Seventeenth-Century Canal Ring Area of Amsterdam

**E**arly Sunday morning is probably the best moment to get a peaceful glimpse of the precious heart of the old city of Amsterdam.

Buildings of all sizes, solidly settled.

Side by side, their age-old gabled façades enlivened with innumerable windows which, like so many eyes, contemplate the life of this world-famous canal district. Curving bridges mirrored in the water bstride each canal and the sharp chirp of a coot paddling away from the motionless array of houseboats goes echoing through the surrounding quays, further heightening the peaceful mood that reigns at low tide over an otherwise bustling capital city.

### The 17th-century canal district: warehouse of the world

This extraordinary urban landscape was built by merchants and middle-class citizens in the course of a single century. The effort was made possible by a unique interplay of visionary practicality of the city government, savvy water engineering, architectural and entrepreneurial flair, as well as a desire to give expression to the city's intellectual

and spiritual freedom. The impetus was straightforward. It had become increasingly urgent to create an environment in which to live and store goods on a scale far exceeding the bounds of the ancient settlement initially built on swampy land. The existence of Amsterdam is attested as far back as 1175 and by the late 16th century the city had become the leading port of the United Provinces – as the Netherlands were then called. With a population of over 30,000, it would soon become the biggest port on the planet. The seafaring economy took the Dutch to distant places, from where they brought back goods and attracted people from all over, including skilled craftsmen and numerous refugees from religious persecution. In order to house such a large population and store their material and cultural wealth, the city then undertook the great expansion that would give Amsterdam the shape that has survived to this day.

An ambitious structure of broad canals was built in concentric circles around that dam on the Amstel River that gave the city its name. The existing Singel canal (Singelgracht), which gave the town its former outline, became the city's inner ring and retained its connection to the port that lies to the north. The Prinsengracht, the outer canal of the World Heritage property, provided additional access to the same main waterway and thence to the sea. Both typically developed into a mosaic of merchants' residences and warehouses. The two canals dug between, Herengracht and Keizersgracht, offered quieter residential avenues. Some of the grandest mansions would be built in such areas as the 'Golden Bend' on Herengracht. Plots were sold to various buyers who were then free to determine the styles of the construction they wanted to raise there. Yet the district's 'DNA' remains coherent,

**The existing Singel canal (Singelgracht), which gave the town its former outline, became the city's inner ring and retained its connection to the port that lies to the north.**

© Han van Gool

View from the 'Papiermolensluis' bridge over the Brouwersgracht, looking towards the Prinsengracht.





with residential blocks enclosing ample private garden space. Intersecting the new canal district, a multitude of secondary canals and particularly fine cross-streets offered just the kind of surface needed for small shops and craft workshops designed to serve the full range of urban needs for goods and services. The canals were further lined with trees – another novelty at the time. All along, the primary reason for undertaking the huge task of creating these canals in the first place was technical rather than aesthetic. Permanent drainage of the region's soggy peat soil was an absolute necessity, and was ensured by digging the peat out and piling it up on either side of the canal, thus creating artificial islands. Supported by a grid of long, permanently immersed tree trunks reaching into the deeper sand layer, the streets and the total mass of the structures built on top of all this remain standing and attest to the value of a way of building that turned out to be sustainable long before the concept of sustainability had ever been formulated. Long an inspiring planning model to urban centres across the globe, and enriched by nearly 4,000 monumental buildings,

Amsterdam and its Outstanding Universal Value was recognized by UNESCO in 2010 and inscribed on its World Heritage List as a living historic city.

### Touristic pressures

Potential threats to the integrity and authenticity of the Amsterdam World Heritage site and its buffer zone were initially defined as physical and visual and included modern large-scale buildings and 'loud', obtrusive advertising. More recently, the realization that tourism as such also needed a specific direction caught on. From the level of UNESCO down to that of local government, small businesses and local residents, the same notion of potential damage by inadequately managed tourism is now widely shared and voiced. Amsterdam has been attracting over 10 million visitors a year, not to mention 4.5 million day trippers annually. Those numbers are expected to increase, in part through growing international tourism from the so-called BRIC countries (Brazil, Russia, India, China) with rapidly developing economies. World-renowned museums

such as the Rijksmuseum are part of the town's attraction, and the Anne Frank House alone is a major tourist destination within the heritage quarter. Yet no visit seems complete without a stroll – or boat ride – through the canal district, which remains the serene epicentre of it all. Just by being there, it generates employment and income for tens of thousands of people. And this is of course the sensitive edge: the recognized, non-monetary values of any UNESCO destination cannot be reduced to mere economic turnover. The challenge for Amsterdam as a young listee has presented itself at a time when the case of Venice, the city's South European analogue, is increasingly used as a warning of what unbridled masses of tourists can do to a culturally sensitive place, once they begin to operate in terms of bodies that need to be fed, housed and marched along pre-packaged tourist routes. The term 'disneyfication' has been coined to define a process that Amsterdam absolutely wants to avoid. So what does this mean for a celebrated World Heritage district extending over an area of 198 ha?

© Han van Gool

View from the Brouwersgracht towards Lindengracht market.







© Han van Gool

## A line in the sand?

In recent years the city has been fairly successful in putting the brakes on a certain 'free lunch' reputation that has typically attracted narco-tourists for decades. Residents, workers and shopkeepers have for decades been voicing their discontent over what may be called 'hooligan tourism' involving groups of Europeans consuming large quantities of alcohol and producing a corresponding level of decibels. The phenomenon led to the realization that any form of consumption-oriented mass tourism is entirely incompatible with the qualities and atmosphere of the canal district. For one thing, there is a shared notion of a maximum number of visitors which the area can actually handle and absorb without losing its character. Some say that this maximum has already been reached. So does this constitute a line drawn in the sand? And if so, how can the city of Amsterdam hope to create conditions for tourism that are sustainable, and in balance with local needs and commercial activities?

## Local government and the perspective of sustainable tourism

Managing the growing number of visitors is obviously the first challenge. This was already on the table before the notion of sustainable tourism became an integrated perspective. Sustainable tourism now gives all the more meaning to the earlier search for some form of numerical balance. It requires a form of responsibility which certainly demands restrictions where necessary, but the real challenge is to engineer an interface between visitors and their destination which will offer a 'tasteful' experience.

The example of the hotel sector shows how policy-making for the inner city shifted from controlling sheer numerical quotas to facilitating qualitative innovation: these days very few new licences are granted and only after strict selection. Meanwhile elsewhere in Amsterdam new establishments are encouraged, thereby spreading the pressure – and the economic opportunities – more evenly across town.

Similarly, touring cars are increasingly kept out of the city centre, which has clearly never been designed for this kind of traffic.

Today the city is wrestling with a particularly knotty dilemma presented by its classic mode of transport: the bicycle. As an excellent alternative to the presence of costly, cumbersome automobiles in a crowded city centre, the bicycle is still gaining in popularity among residents, commuters and tourists. So much so, in fact, that these days, sidewalks and bridge railings are packed with parked and semi-parked bikes, and for local cyclists the cycle paths themselves are crammed with hordes of clumsy visitors blocking their own swift and streetwise flow. Even the parked bikes have become a safety hazard, the management of which involves the removal of roughly 12,000 'orphaned' bicycles per year, and of 28,000 parked in dangerous or inconvenient spots. Inescapably part of the Amsterdam landscape, bicycle use is cut out for the clean, benign and neighbourly pace and scale of tourism which the heritage district welcomes. Yet where and how to





Boathouses and electric rental boats on the Keizersgracht.

© Han van Gool



## In Focus    Seventeenth-Century Canal Ring Area of Amsterdam



View towards the Wester church and the Prinsengracht with iepen (elm) trees.

© Mike Seuters



Citizens ice-skating on the Reguliersgracht during winter.

© Lex Banning



park countless hundreds of bicycles and not allow them to become an eyesore? The wildly expensive solution at this point will be to build three underground parking areas for them.

In terms of actively spreading the visiting masses, the entire metropolitan area is becoming involved. Part of the effort is to develop various better concerted actions with two other World Heritage sites: the Defence Line of Amsterdam and Beemster Polder, both of which are further proof of Dutch hydraulic engineering skills. Combined excursions and short stays in the countryside present a more varied touristic experience, while Beemster as a well-established agricultural region offers a growing diversity of speciality products, and could boost supply to Amsterdam's restaurants.

### Fostering the heritage spirit

In the longer term, the principal challenge is to involve stakeholders at all levels. The crucial quality of a living neighbourhood means that everybody in it is actually involved, which again means that sustainable tourism needs to be as inclusive as it can be. Typically, local residents – often owners of parts of the heritage site – never seem to tire of pointing out the Anne Frank House to couples and family groups who happen to ask. It is just one way to express pride and connection with the area. And this is

precisely the attitude that calls for concerted nurturing as part of any integrated approach, allowing locals to be the happy 'owners' of overall preservation strategies. This being the case, in the eyes of Amsterdam's World Heritage Office, sustainable tourism requires crucial investments to educate all stakeholders and to foster any still dormant delight in the city's living history and culture. One step in this direction was the opening in 2013 (a year marking the celebration of the district's 400th anniversary), of the World Heritage Podium, located in the city archives and showcasing the canal district and the country's eight other UNESCO sites. Another step is the current development of a school programme - and there will certainly be others.

### Location – specific planning

Complementing these broader efforts is the street-level management of specific locations. Behind this is the strong general agreement that the local experience of the canal district is highly contingent on its vital, virtually organic mix of functions: people who are simultaneously living, working, shopping and relaxing provide a seamless fit with the seasoned city fabric. Essential for the sustained vitality of the district, by definition this mix is incompatible with monocultures, be they prestigious offices or fancy souvenir shops. For the central borough of Amsterdam this means

working out both integrated and detailed plans for specific locations, together with entrepreneurs, creative individuals, groups of users and residents. A thrilling example of such fine-tuning is the new impulse for the square around the Old Church – Amsterdam's oldest building, towering over the city's red-light district. For decades a notorious problem area with obvious drugs and prostitution dynamics, a surprising way out was found in close cooperation with an innovative and entrepreneurial music scene. Now the square exudes all flavours of cool hip-hop styles and hot coffee brands, and attracts entirely new crowds.

The notion of sustainable tourism has begun to offer guidance for navigating the many challenging questions of Amsterdam's reality, now and into the future. The aspiration clearly concerns the metropolis as a whole, the full spectrum of stakeholders, and the whole range of engagement avenues: education, participation, cooperation and creative entrepreneurship. Basically, initiatives of major impact in the city centre of Amsterdam need to be assessed for their contribution to creativity, innovation and diversity. The city's old cornerstones have a future as the template for new life and activity, to be shared by all who are open to its touch. And for anyone to feel that touch, it may take little more than getting up early on a Sunday morning and walking out into the street. ☺



Bridge over the Reguliersgracht. In the background is Amstel church.

© Edwin van Eijs



# Medina of Fez

## The balance between heritage and tourism

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Kamal Raftani  
Architect, restorer, culture and development consultant

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**A** cradle of civilization and culture, a high place of learning and worship, a centre of welcome and tolerance, and a living memory of humanity, are all expressions that publicize and exalt the historic city of Fez and its thousand years of rich and diverse history, and testify to the glorious past of this grand metropolis of the Western Mediterranean.

The current urban structure of the Medina of Fez is probably one of the most widespread in the Arab and Muslim world. The image that it presents today is that of a medieval settlement that lasted almost intact until the dawn of the 20th century. Its arrangement is the culmination of a long process of formation and evolution and the fruit of many different social and economic actions and practices. However, this historical fabric, despite appearing homogeneous and intact, shows through its urban and social organization the marks of many different human experiences, including in particular those of the first wave of immigrants from Andalusia and Kairouan and the dynasties and populations that settled in this area and made their own contribution to the political, economic and social development of the city and allowed its society to flourish.

### Over three decades of restoration work

The restoration of the Medina of Fez began in 1976, when the UNESCO General Conference, held in Nairobi (Kenya), stressed the need for the international community to set to work to restore its thousand years of heritage of Outstanding Universal Value. At the same time, UNESCO commissioned a team of experts to draw up the Fez Urban Development Management Plan (SDUF). Completed in 1978, the SDUF made the restoration of the Medina of Fez, and its 'centrality' within the much larger built-up area, its focal idea. In 1980, Mr Amadou Mahtar M'Bow, the then Director-General of UNESCO, launched his memorable appeal for international solidarity in favour of restoring the medina, affirming that 'the action to be taken will, because of its scale, be one of the major challenges to which humanity has risen in order to preserve and enrich its cultural heritage in



Overview of the Medina of Fez.

© Wingpix

the face of the constraints placed on us by a process of accelerated modernization and industrialization'.

1981 was a pivotal year in the process of restoring the Medina of Fez, marking its inclusion by UNESCO in the World Heritage List. This international recognition sparked a real collective awareness of the need to preserve the very specific cultural and patrimonial wealth of the medina, its life style and its type of social and urban organization. The medina was

therefore granted the status of World Heritage site of Outstanding Universal Value, on the one hand because it 'bears a living witness to a flourishing city of the western Mediterranean having exercised considerable influence mainly from the 12th to the 15th centuries, on the development of architecture, monumental arts and town-planning' (criterion ii), and on the other hand because it 'constitutes an outstanding example of a medieval town created during the very first centuries of Islamization





of Morocco and presenting an original type of human settlement and traditional occupation of the land representative of Moroccan urban culture over a long historical period' (criterion v).

The 1980s were a decade of mobilization to ensure the protection of the medina. UNESCO and the Moroccan Government launched a huge campaign aimed at encouraging the international community to come together to save this outstanding heritage common to all humanity.

It was during that same period, towards the mid-1980s, that the basis for the strategy to save and restore the medina was put together and the first experiments were conducted in the field with the aim of demonstrating the feasibility of saving it by using an integrated approach based on local resources and potentials. At the centre of this ambitious undertaking was the Agency for the Development and Restoration of the Fez Medina, an institution created by the Moroccan

authorities in 1989 to pilot the work to save this historic city.

The 1990s saw the launch of major restoration projects for the most important monuments in the medina, thanks to the generosity of a number of national and international sponsors. Fondouk Nejjarine, Madrasa al-Bouinaniya, Dar Adiyel and Bab al-Makina, to name but a few, stand as unique examples of architectural works now restored to life thanks to this solidarity initiative.

Alongside these actions, essentially aimed at preserving monuments, an innovative programme was introduced to counter the overwhelming threat of the ruination of historic buildings. An undertaking of this nature, we stress, should be a matter of priority in all protection strategies conceived for a historical site whose physical and social context are of the same kind, and the problems and challenges are of the same magnitude, as those that confronted the Medina of Fez.

UNESCO, which has always backed the efforts to protect the Medina of Fez, especially by contributing its scientific and cultural expertise, joined forces with the World Bank and the Moroccan authorities in a major project aimed at restoring the medina (project implemented between 2000 and 2005). This ambitious integrated restoration project, the first of its kind in Morocco to bring together the patrimonial and cultural potential and the local development of the medina, aimed to 'support the conservation and rehabilitation of the Fez Medina and in particular the historical residential area and the urban environment, by (a) extending and accelerating the current conservation efforts; (b) strengthening the partnership between the public and private sectors, the World Bank and other financing organizations, and (c) using the restoration to reduce poverty'.

This experiment, both complex and hitherto unexplored, provided, through its investigative nature and innovative processes and through the importance of the lessons learned through its successes and failures, an unexpected but most welcome chance for the Medina of Fez and for all of Morocco's other historic cities.

The programme financed by the World Bank opened the door for other structural





Chammaïne souk in the heart of the historic centre Quaraouiyine.

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Al-Bouinaniya madrasa.

© Daniel Duce

projects that helped preserve the Medina of Fez. The most important of these were:

- The programme of incentives to restore dilapidated buildings and stabilize buildings threatened by collapse. Financed by the Moroccan Town Planning and Housing Ministry, this programme was intended to encourage local populations to take responsibility for restoring their own buildings, counter the threat of ruination, and thus break the cycle of deterioration of historical environments in general (2004–2007 and 2007–2010).
- The small industry development programme financed by the United States Millennium Challenge Corporation aimed to restore and renovate a number of significant sites connected with small industry production, with the aim of stimulating economic growth within the Medina (2008–2013).

Now, at the beginning of 2014, the preservation of the Medina of Fez is well

**The preservation policy pursued in the Medina of Fez for at least fifteen years now aims to favour a dynamic of economic development with the principal vector of tourism based on enhancement of the values of local cultural heritage.**

under way, with the total involvement of the Moroccan authorities. An ambitious programme of restoration and redevelopment work, launched during 2013, should be completed in 2017 and will involve expenditure in excess of US\$75 million.

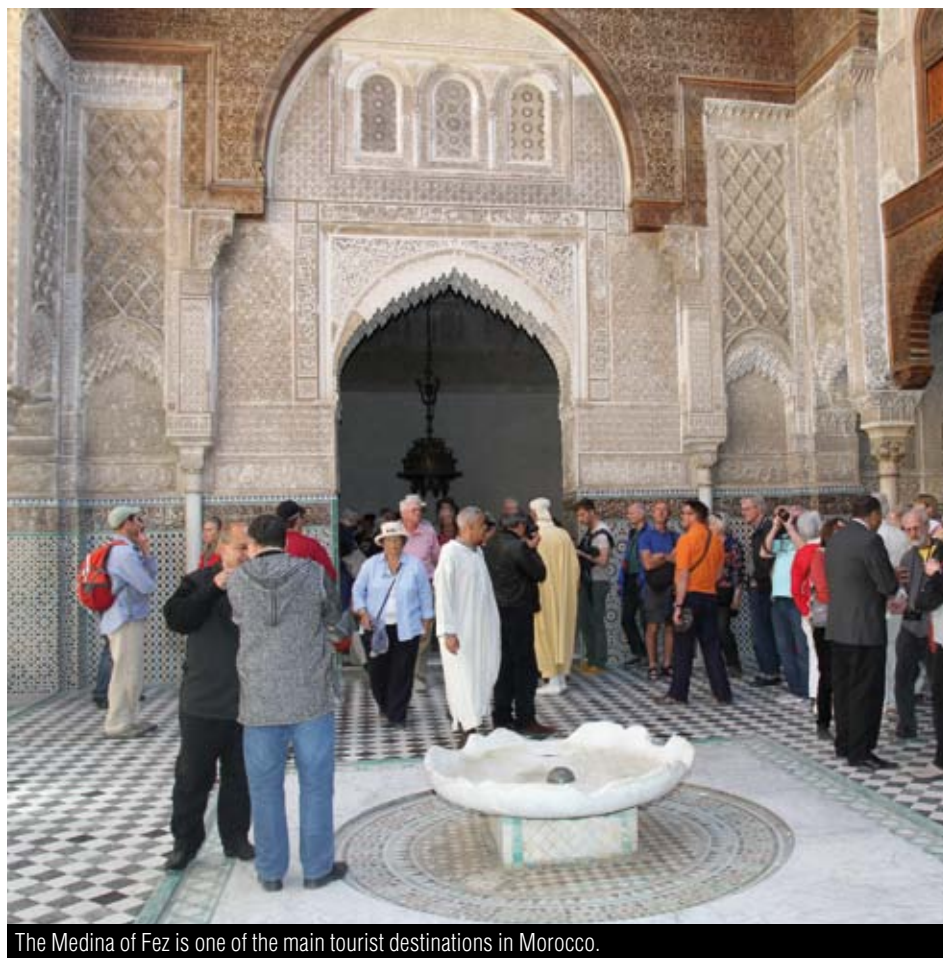
**Preservation and tourism**

The preservation policy pursued in the Medina of Fez for at least fifteen years now aims to favour a dynamic of economic development with the principal vector of tourism based on enhancement of the values of local cultural heritage (patrimonial resources). By way of example, the future

of small industry, which represents the most significant sector in the medina’s economy, remains a principal contributor to tourism. This direction is clearly apparent in the various cultural tourism development programmes launched by the Moroccan authorities during this period. For example, the Morocco Fez Medina Rehabilitation Project, launched by the World Bank, dedicated one of its sections to development of tourism.

However, the interest shown by the Moroccan authorities in developing cultural tourism in Fez, with the aim of making it an entirely distinct tourist destination, took on a whole new and much more important





The Medina of Fez is one of the main tourist destinations in Morocco.

© Kamal Rattani

**This increase in numbers of visiting tourists, if it continues in years to come, will give Fez a real chance to enjoy economic development and improvement in quality of life for the local population.**

dimension with the launch in 2005 of the Regional Tourism Development Plan (PDRT) with a 2015 horizon, in the form of a programme contract jointly signed by the Moroccan Government, the authorities and elected councils in Fez Region, and tourism professionals operating at local level. The choice of Fez and its surrounding area as Morocco's first area to be covered by such a plan was not a matter of chance. The vast cultural and patrimonial potential of this area gave it precedence over other regions in the kingdom. In fact, as study dedicated to development of tourism in the Fez region by the Tourism and Leisure Study Bureau, working with architect Rachid

Haloui, during the preparation phase of the PDRT, confirmed that 'the Fez Medina is the leading light in the destination of Fez and the principal attraction within the region'. The PDRT thus took on the principal objective of making Fez a first-class tourist destination centred primarily on an integrated cultural offer driven by the desire to enhance the cultural interest of its medina.

2010 was the year in which Morocco launched its new 2020 Vision strategy, aimed at doubling the size of the sector by 2020 and thus earning the country a place in the top twenty of the world's greatest tourist destinations. The development of this tourist strategy is based on six structural

programmes, including the Patrimony and Heritage programme, aimed at 'enhancing the value of Morocco's cultural identity by structuring and increasing the value of the Kingdom's tangible and intangible heritage and by building coherent and attractive tourist products'. In a territorial leap forward centred on sustainable development, Fez has been identified as the centre of a cultural tourism area forming part of the principal tourist destinations in Morocco. The figures returned for Fez and the surrounding area at the end of October 2013 show that the numbers of tourists coming to Fez continue to grow against a general background marked by a world economy in crisis and the uncertainties of a regional geopolitical situation undergoing profound change. The total number of nights spent in classified tourist accommodation during the period January-October 2013 totalled 640,590, an increase of 18 per cent compared with the same period in 2012 (source: Tourism Watchdog – Morocco). This increase in



## In Focus Medina of Fez

numbers of visiting tourists, if it continues in years to come, will give Fez a real chance to enjoy economic development and improvement in quality of life for the local population.

### What strategy for long-term tourism?

As has already been pointed out, the restoration of cultural heritage started in the Medina of Fez is stimulating and maintaining a tourism dynamic based on enhancing the value of the historic city's cultural heritage (tangible and intangible) and on its worldwide value. In return,

thinking point and have set themselves the task of identifying the situations in which tourism and cultural heritage meet head-on. The conclusions of these works have also highlighted the complexity of this relationship.

In the case of the Medina of Fez, questions must be asked on the impact of tourism on the heritage values of the historic city and the everyday lives of its inhabitants, and what happens if it becomes excessive or invasive. An assessment of the tourist dynamic over the last fifteen years will be of great interest in this respect, allowing the impact of tourism on economic, socio-

The first element to be highlighted here, as noted previously, is the fundamental role played by the public authorities in the management and federation of the so-called 'patrimonialization' and tourism development processes in the medina.

Another factor that would appear to contribute to the specific nature of the Medina of Fez is the presence in the area, for over twenty years now, of the specialist agency ADER-Fez, which is entirely dedicated to protecting the historic city. This element could be seen as an additional means of measuring the carefully thought-out and planned process



The *madrasa* Es-Sahrij (14th century) takes its name from the rectangular basin in the centre of the patio.

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the tourist activity inside the medina may contribute to the preservation and management of this World Heritage and produce a source of sustainable development for the communities living there, provided it is planned, designed and implemented responsibly.

The relation between tourism and heritage is of course clearly established now, but it is often far from being properly detected and mastered. In fact, a number of studies and inquiries, mostly initiated by UNESCO, have made this issue a major

demographic, cultural and environmental levels to be properly measured.

This being the case, the lack of any specifically targeted operational assessment of this programme will hinder any work undertaken to determine the level of relevance of tourism policies pursued in the Medina of Fez to date. However, a comparison of the experiences of other historic cities, in Morocco and elsewhere, reveals a number of points that clarify the contours of the medina's situation and the elements that make it special.

for the medina and the tourism dynamic that arises from it.

The voluntary involvement by the public authorities in protecting and enhancing the value of tourism in the Medina of Fez has prevented the historic city from being overrun by tourists, but it should nonetheless be pointed out that the realization of the objectives set out in the current strategies and programmes remains uncertain, given the failure to properly integrate tourism policy into the overall urban policy of the city.





Tanning Chouara, the largest of the three traditional tanneries, is still active in the Medina of Fez.

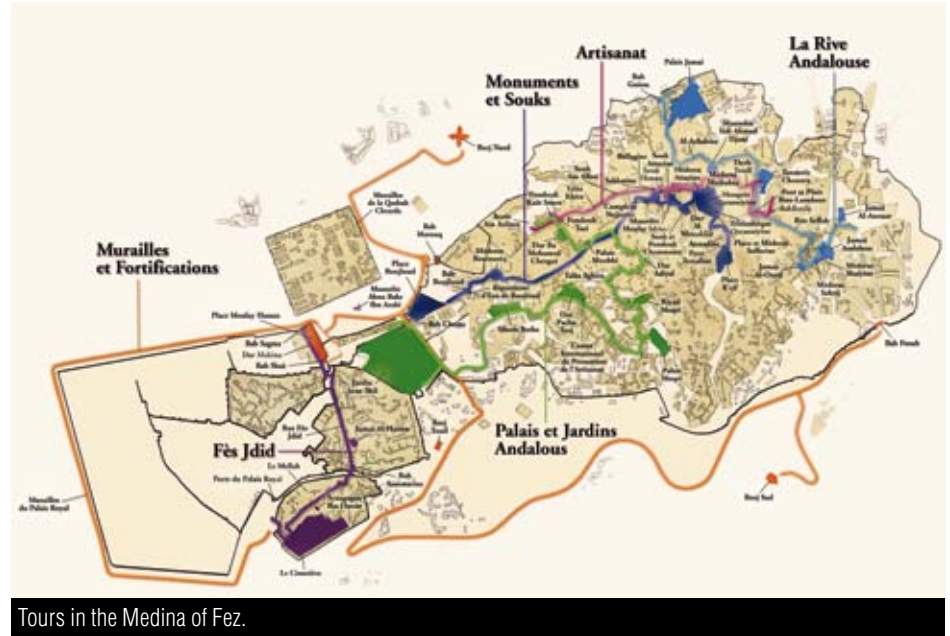
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Nejjarine fountain.

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Tours in the Medina of Fez.

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Because of the experience and knowledge accumulated in the field of protection and development through tourism, it is now time for the decision-makers and actors in the fields of tourism and cultural heritage to show their concern for the future of the Medina of Fez at both local and national levels, to adopt a new strategic approach in which sustainable tourism, together with the other sectors of urban development in the city, makes a responsible contribution to the preservation and management of the medina and its cultural value and to

the sustainable development of those living in it. This process will favour the involvement and dedication of the various public and private bodies working in the fields of history and tourism within a partnership that clearly defines the roles and responsibilities of each and synergizes actions and exchanges. The local populations, or the authorities that represent them, must be part of this partnership process, which should involve them actively in long-term tourism development within the medina. It is after

all they who are most affected overall by these arrangements.

Finally, this kind of strategic framework must include the methods, mechanisms and tools that will allow it to be properly implemented with a view to realizing its set objectives: a mechanism for monitoring the impact of tourism on cultural heritage, an integrated site management tool (management plan), a finance mechanism encouraging investment in sustainable tourism projects, and an institutional network defining the responsibilities of each person involved. 🌀

### Ziyarates Fez or Lodging with Locals: an innovative concept combining tourism with human development

Once again, the Medina of Fez has acted as a seedbed for a pilot project for the whole of Morocco; its results and the lessons learned cannot fail to be of interest to other medinas in the kingdom.

The idea of offering an opportunity to stay with local people in the medina was born of a recommendation in the tourist development study conducted on the city of Fez.

Launched in 2008, the Ziyarates Fez project allowed some thirty families to involve themselves actively in the tourist dynamic that was developing in the medina to improve their daily lives and to contribute to the promotion of their local culture in a spirit of intercultural exchange and openness.

The concept of this joint product offers interested tourists the chance to share the daily life of one of the families who are part of this network in a welcoming atmosphere that will help them to discover a different aspect of the medina through the culture and daily life of residents.

One of the strong points of this project is its original nature, which shows a strong desire to work together on the part of the principal local actors involved in human development and tourism: local authorities (Fez-Boulemane Regional Authority), elected councils (Fez-Medina District), administrative authorities (Social Development Agency), tourism sector professionals (Regional Tourism Centre) and civil society (Medina Union of Humanitarian Associations and Friendly Societies).

This type of action, designed for local populations, is of paramount importance to the preservation of the medina and the enhancement of its value. Beyond the economic and social benefits they add to the lives of these people, the projects will allow them to act independently in the dynamic they themselves will help to develop, and thus determine the future of their historic city.



## Interviews

- **Manale Dao-Sabah is a 22-year-old student whose father owns Dar Lalla Bouchra guest house. During her free time, she helps to run the family business.**

### How did you come across the Lodging with Locals network?

To tell you the truth, it was by chance. I saw a poster in a local authority office asking families living in Fez Medina to submit applications to become part of the network. I told my mother about it and she immediately supported the idea.

### What has the experiment brought you, apart from the income?

The experiment has been very rewarding personally. Every day we meet new people from Europe, Arab countries and elsewhere – these are richly rewarding times of exchanging and sharing.

### Are you completely satisfied with the experiment?

The experiment has been very important for families, but I think it's now time to reinforce and improve it. To do this, the Ziyarates Fez network member families association needs to take action, propose new ideas, and so on.

### What does the Medina of Fez represent for you?

I was born in the medina, I spent my whole childhood there, and I have no desire to live elsewhere.

### What does UNESCO's inclusion of the medina on the World Heritage List mean to you?

The inclusion makes the people living in the medina very proud. I hope that UNESCO will continue to support the Medina of Fez and mobilize the resources to preserve its history.

- **Abdelhay Mezzour, 43 years old, joint owner and manager of Dar Mezzour guest house.**

### Can you say something about your membership of the Ziyarates Fez network?

I found out about it through actions undertaken in the medina. I'm actively involved in the network myself.

### What added value has this experiment brought to you and your family?

Before, we had problems meeting the cost of maintaining this magnificent historic house. We were thinking of selling it and going to live elsewhere. Thanks to this project, we have been able to keep our family home and stay in the medina. On top of that, the experiment has allowed us to open up to people from different cultures and share with them in a warm family environment.

### If I understand correctly, you are not thinking about leaving the medina one day?

This house belongs to my family and I can't separate myself from it. I've always lived in the medina; if I wanted to get away, I would have done it long ago.

### How does the fact that the Medina of Fez is included on the UNESCO World Heritage List make you feel?

It's a recognition that gives those of us who live in the medina a sense of pride, but also of responsibility before the international community for the preservation of this monument, which after all belongs to humankind as a whole.



A moment of friendly sharing between a host family and a European tourist around the techniques of Fez traditional embroidery.

© Abdelhay Mezzour





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# Sustainable tourism and local communities in the Agave Landscape of Tequila

Ignacio Gómez Arriola, architect  
Coordinator of the Agave Landscape and Ancient Industrial Facilities of Tequila project  
National Institute of Anthropology and History, Jalisco, Mexico

Agave Landscape and Ancient Industrial Facilities of Tequila (Mexico) was inscribed on the World Heritage List in 2006.

© Ignacio Gómez Arriola







**P**roductive cultural landscapes are the result of human labour within a specific territory over a long period, formed by a partnership between man, the environment, the produce of certain varieties of plants or animals, and ancestral traditions. Finally, the rural landscape in production is the culmination of the work and ingenuity of many generations of men and women trying to adapt to their environment. This type of heritage is the result of continuing work over the centuries on a *natural* landscape until it becomes a *cultural* landscape.

Changes brought to traditional systems of production together with globalization are rendering certain forms of age-old agrarian heritage frail and defenceless – and the situation grows worse by the day. It has now reached a point where such landscapes can clearly be perceived as endangered heritage.

Community work is the key to sustainability within the geographical space of an agrarian cultural landscape. Such landscapes are built day by day thanks to the work and cooperation of their inhabitants. Community engagement was the key to their past development and remains crucial to preservation of their

authenticity and integrity. Their existence is based on the interaction between man and the environment maintaining productive activity and thus ensuring future sustainability and viability.

### How the Agave Landscape of Tequila was created

The Agave Region of the State of Jalisco in western Mexico has over time gained values that have allowed it to be recognized as a cultural landscape that is eminently productive and, by definition, rural. A vigorous cultural tradition developed and evolved over several centuries, turning the site into one of our country's core icons.

In 2002, the National Institute of Anthropology and History (INAH) began to assess the cultural values of the Tequila Volcano region in view of its inscription on the UNESCO World Heritage List. Following prolonged interagency work,<sup>1</sup> the Agave Landscape and Ancient Industrial Facilities of Tequila site was inscribed during the 30th session of the UNESCO World Heritage Committee, held in Vilnius (Lithuania), from 8 to 16 July 2006.

This proposal was Mexico's first attempt to explore the possibility of recognizing the cultural and heritage values of an entire region – with all the complexity this entails.

The Outstanding Universal Value criteria evoked in this case were the following:

- Criterion (ii): The cultivation of agave and its distillation have produced a distinctive landscape within which are found a collection of fine haciendas and distilleries that reflect the fusion of pre-Hispanic traditions of fermenting mescal juice with the European distillation processes but also of local and imported technologies, both European and American.

- Criterion (iv): The collection of haciendas and distilleries with their equipment in many cases reflect the growth of tequila distillation over the past 250 years. Together they remain an outstanding example of distinct architectural complexes which illustrate the fusion of technologies and cultures.

- Criterion (v): The agave landscape exemplified the continuous link between ancient Mesoamerican culture of the agave and the culture of today, as well as the process of contours cultivation since the 17th century when large-scale plantations were created and distilleries first began to produce tequila. The general landscape of fields, distilleries, haciendas and towns constitute an outstanding example of a traditional human settlement and land-use that illustrate a specific culture developed in Tequila.



Above the blue agave fields of Tequila and Amatitán.

© Mickaël Thomassin



- Criterion (vi): The Tequila landscape has generated literary works, films, music, art and dance, all celebrating the links between Mexico and tequila and its heartland in Jalisco. The Tequila landscape is thus strongly linked to matters of cultural significances far beyond its boundaries.

The region displays a cultural continuity going back thousands of years to the pre-Hispanic period. It has preserved the marks of a partnership between man and the agave, as well as a wild natural environment and ancestral traditions. Of the numerous varieties to be found in Mexico, *Agave tequilana* (Weber's blue agave), grows only in Jalisco. To successfully exploit the plant it was subjected to 1,000 years of domestication which led to this variety, not found in the wild. Over the centuries agave farming methods were perfected in a pre-Hispanic agricultural tradition that survives in the region to this day, notably the use of some varieties of agave in western Mexico to produce *mexcalli*, a form of boiled agave used for food or ritual. Most importantly, agave was a source of sugar, obtained by boiling (*tatemado*) the core of the plant in ovens buried in clay. Another use, no less significant, was the preparation of a ritualistic alcoholic drink by fermenting the juice of boiled agave cores. This is the origin of present-day tequila.

From the 16th century, the Spaniards had been importing European production techniques and processes to their conquered lands in Nueva Espana (New Spain). The production of *vino de mescal* using ancestral *mexcalli* as raw material, achieved through a unique cultural mix between the pre-Hispanic tradition of boiling and fermenting the agave and the European distillation technique, gave rise to a regional agricultural industry now several centuries old.

In early times, small distilleries (*tabernas*) grew up along the watercourses of the Tequila district, triggering the historical development of an agricultural industry that gave Mexico the new spirit that is now one of its national symbols. Towards the end of the 17th century, the first mescal haciendas were established and intensive plantations of blue agave began. The lands of these haciendas extended throughout the Tequila Volcano region. Towards the end of the 18th century, the small distilleries were processing the crops of numerous haciendas, and distributing their product to villages and workers' settlements throughout the district. The spirit was shipped to the port of San Blas and thence to the Californian states, but it also travelled all the way to the Philippines

in the galleons known as *Nao de China*, making this the first export commodity of New Galicia province.

During the second half of the 19th century, mescal acquired its distinctive characteristics and took on the name of its place of origin: Tequila. The transition from the pre-Hispanic tradition of boiling the agave over firewood in buried ovens to that of cooking it in steam-heated brick ovens distinguishes tequila spirit from the mescal produced in other regions of Mexico. During this period, some of the distilleries in Tequila district amalgamated and are still producing the spirit today. The quality of tequila is internationally acknowledged through prestigious awards at exhibitions in Madrid, Paris, London, San Francisco, Rio de Janeiro and Barcelona.

In the early 20th century, industrial plant was installed around the towns of Tequila, Amatitán and El Arenal. Several distilleries were set up in the Altos de Jalisco region, diversifying production to other areas. In the years following the Mexican Revolution (1910–20), tequila, together with the Jalisco *charro* (horseman) and *marachi* musicians, began to be considered as symbols of national identity. This was the case both within and beyond the Mexican border, a factor which definitely influenced Mexico's



The site stretches between the foothills of Tequila Volcano and the deep valley of Rio Grande River.

© Mickaël Thomassin



## In Focus Agave Landscape of Tequila

'golden age' of cinema. In the course of the 20th century, the tequila industry set up more efficient production and quality-control systems to meet growing international demand, leading to a proliferation of brands and the planting of vast expanses of agave within the area now extending over several Mexican states and benefiting from an official Declaration of Origin.

In the 21st century the contribution to the identity of the nation of the cultivation of agave and its associated cultural landscape has been recognized. During this period, too, Mexico's iconic spirit has established a worldwide market for itself. After 400 years of being a cottage industry, tequila now has global reach.

instruments to ensure the authenticity and integrity of each of the Agave Landscape's components, favouring its conservation, restoration and appropriate use.

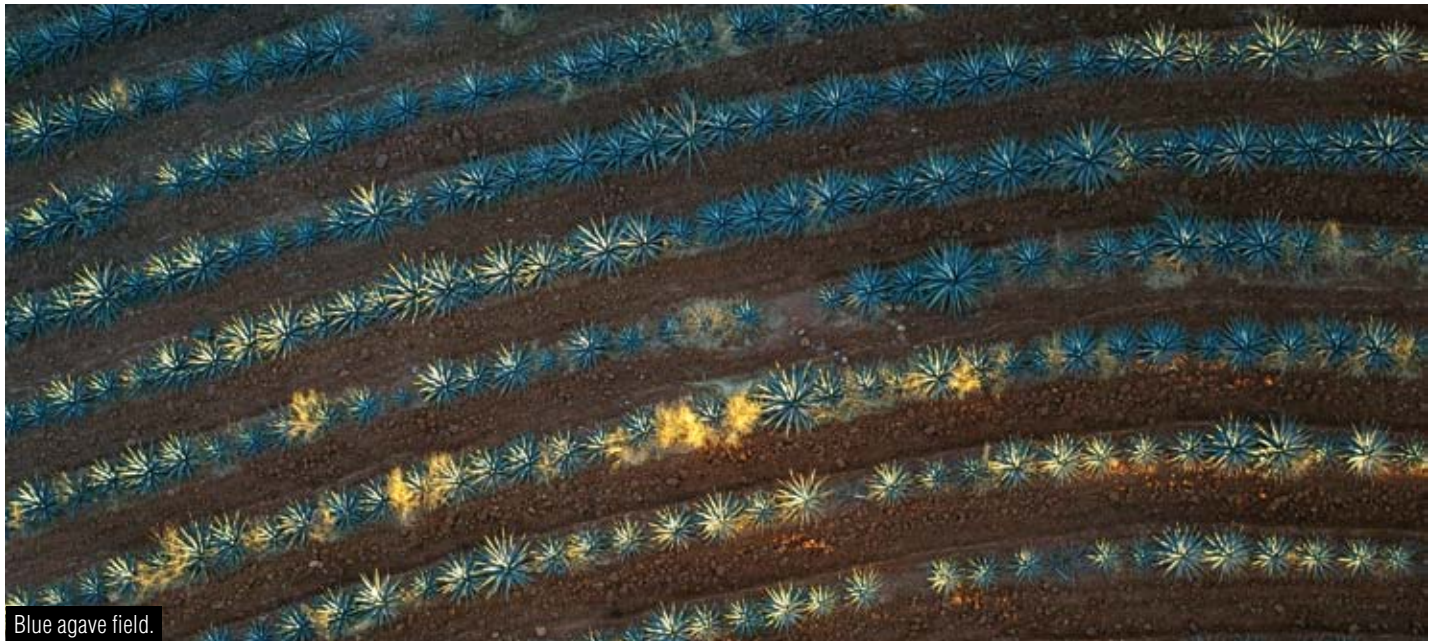
The plan defines the indicators to be applied in monitoring conservation of the natural and cultural heritage of the area. It also establishes diagnoses and proposals for management and administration of the site through a detailed analysis of its six core components:

- Natural Environment, which comprises the basis for development of the area – flora, fauna and water;
- Agave Landscape, taken from the point of view of traditional planting, as the substantive heritage of the region;

has developed over generations and is still present thanks to the region's sense of social identity.

In order to supervise and monitor the management plan, a joint agency (Committee for the Conservation, Re-evaluation, Rehabilitation and Dissemination of the Agave Landscape of Tequila) was proposed, headed by the Jalisco authorities responsible for the governance of the Agave Landscape of Tequila. This agency was officially approved in January 2008 and set up on 17 May 2008.

One of the main objectives of the management plan is to enhance the quality of life of the communities of the tequila-producing territory and ensure their



Blue agave field.

© Mickaël Thomassin

### Striving for sustainable development

To support the nomination of the site as World Heritage, a management plan was drafted to ensure the conservation and sustainable use of all the features to be preserved, including the natural landscape, agave landscape, archaeological remains, ancient industrial installations and traditional populations. The implementation of the Management Plan for the Agave Landscape and Ancient Industrial Facilities of Tequila is intended to enhance the quality of life of the local community and integrate the relevant district agencies and the various legal

• Heritage Architecture, concerning the main architectural landmarks of population centres, as well as the farms belonging to haciendas and factories in the rural environment;

• Pre-Hispanic Heritage, comprising key archaeological areas that are a significant part of the region's historical heritage;

• Urban Physiognomy, which refers to the urban environment as an entity of social and architectural identity;

• Intangible Heritage, meaning such values as traditions, feasts, legends, etc., which are part of the culture that

sustainable development, hence certain priority actions and programmes have been implemented to strengthen the district's cultural infrastructure.

Actions favourable to sustainable development and improvement of community quality of life have been taken in the Agave Landscape by Jalisco local government, town councils and federal agencies. Work on a system to interpret the Agave Landscape is currently under way, based on the cultural history and traditions that have given the region its identity. The project includes the construction of lookout points, together with signs posted





Old press for the agave.

© Mickaël Thomassin

in public squares and on the lookout points, as well as information on the key cultural attractions in the region, name plates, orientation posters and road signs, all of which will form a network of guidance and information on the tequila-producing district.

The dissemination of such information in the various buildings, *tabernas*, lookout points and population centres is intended to raise public awareness of the history of this district and honour the memory of its original creators by acknowledging surviving testimony to their accomplishments and their architecture through the interpretation and appropriation of their cultural heritage.

### A complementary strategy to enhance quality of community life

Cultural tourism is one of the activities that favours sustainability of the Agave Landscape as World Heritage to the extent that it is based on the engagement of local communities by means of micro, small and medium enterprises (MSMEs) specializing in tourist services and the production of handmade goods. One option for attracting outside spending to the communities on the site is the creation of MSMEs managed by the inhabitants themselves.

The Agave Landscape project has set up an interesting synergy with a project stimulated by a private initiative pursuing the

goals of the management plan: the Tequila Route in the Agave Landscape. This was promoted by the José Cuervo Foundation and Multilateral Investment Fund (FOMIN) of the Inter-American Development Bank (IDB) with a view to building the capacity of local enterprises and of cultural tourism in the district.

These organizations recognized the potential of the Tequila region, as well as the urgent need for economic and social development designed to provide the population with a better quality of life. The José Cuervo Foundation and the IDB offered an initial non-repayable grant of US\$3 million to communities located



Old tequila factory.

© Ignacio Gómez Arriola



Barrels of tequila.

© Ignacio Gómez Arriola





The Museo Nacional de Tequila (MUNAT) presents the history of the spirit that has brought international fame to Mexico.

© Mickaël Thomassin

in the Jalisco population centres of El Arenal, Amatitán, Tequila, Magdalena and Teuchitlán, all part of the Agave Landscape.

The goals for community engagement on the Tequila Route include the integration of the most vulnerable sectors of society in the production chain of tourism; raising the quality of service at tourist facilities on the Tequila Route; professionalization of tourist operations along this route, and local producers and craftworkers offering services.

Capacity-building among members of the network of tourist service providers along the Tequila Route can contribute greatly to the creation, development and consolidation of local MSMEs, as every successful company that has acquired these characteristics and is managed by local communities adds to the sustainability of the territory. Indeed, best practice in participating establishments is crucial to capacity-building in the various tourism sectors. In some cases this simply calls for the successful transmission of ancestral knowledge.

With the support of the Agave Landscape project, the Tequila Route has organized several workshops with a view to heightening capacity among tourist service

## **Cultural tourism is one of the activities that favours sustainability of the Agave Landscape as World Heritage to the extent that it is based on the engagement of local communities.**

providers. Capacity-building workshops for MSMEs deal with conservation of the environment, cultural promotion, business development, tourist hotel management, entertainment management, food and drink management, English lessons, courses for tour guides and computer training.

Five years after the launching of the Tequila Route in the Agave Landscape, the following results were obtained:

- creation of a network of 300 local MSMEs, including 79 artisans who have received capacity-building training in innovative craft designs;
- 152 local companies awarded quality and service certification under the TT label (Tequila-Tourism);
- 8 population centres strategically organized for the promotion and marketing of certified crafts and tourist products;
- 13 tourist products to be marketed by outside tour operators and travel agencies, and technical support provided to

3,500 people based on the TT Label Best Practice Guide;

- 289 new jobs created, ensuring that existing jobs would be maintained;
- last but not least, cash flow increased as average daily spend per person rose – in 2005 it was 150 pesos, today 452 pesos.

The Agave Landscape project seeks to generate a model that can be replicated in other Latin American countries as well as other Mexican regions, and it is doing so with the support of the IDB/FOMIN, specifically in order to encourage the development of MSMEs. A similar exercise is already under way in the Coffee Cultural Landscape of Colombia World Heritage site with advice from the Tequila Route and Agave Landscape project. Coffee Routes are now operational in the states of Caldas, Risaralda, Quindío and Valle del Cauca.





Close-up of blue agave leaves.

© Mickaël Thomassin

## Engagement of local communities in development

As part of the celebrations to commemorate the 40th anniversary of the World Heritage Convention, Jalisco Agave Landscape was included by UNESCO and the Smithsonian Institution in the virtual exhibition “Protection, prosperity, preservation: Stories of World Heritage” as one of ten examples of sites who practice effective sustainable management techniques in close cooperation with local communities. <http://worldheritage.si.edu/en>.


The site’s inscription on the World Heritage List must trigger sustainable development in the region. It is an exceptional opportunity to achieve the balanced development of a territory whose inhabitants are at the same time the key players and the main beneficiaries. They themselves were, after all, the builders of this unique cultural landscape. When it

comes to defining government policy for the management of such an agricultural cultural landscape, its inhabitants should be the first to be taken into consideration. Community involvement was crucial to the development of this landscape at the outset and remains crucial to the preservation of its future authenticity and integrity.

While sustainable development of the district must inevitably take into account a wide range of institutions, players and programmes through concerted action between the Agave Landscape project and the Tequila Route, it has been possible to have an impact on one of the management plan’s goals in the form of sustainable community development based on cultural tourism. Promotion of local products through the development of MSMEs managed by inhabitants can also be a viable complement to sustainability. Successful transmission of ancestral knowledge and

considered adherence to tradition are keys to the development and marketing of sustainable products.

To ensure the subsistence of cultural landscapes, the conditions that gave rise to them in the first place must be maintained. Their existence is based on interaction between man and the environment and certain privileged relationships must be safeguarded despite technological developments, if only because the livelihood of the site’s inhabitants depends on them. Sharing the profits generated by cultural tourism with local communities is a key to sustainability. Cultural tourism within the framework of MSMEs managed by the inhabitants can indeed be a possible counterpart to this sustainability.

Finally, it is important to emphasize that the management of a productive cultural landscape requires a highly developed sense of social realities. 

### Note

<sup>1</sup> Parties involved in the process of producing the technical nomination file for submission to UNESCO were the INAH Jalisco; the Government of the State of Jalisco through the Culture Department, Urban Development Department, Environment Department and the Territorial Development Institute; the National Chamber of Tequila Industry; Town Councils of Magdalena, Teuchitán, Tequila, Amatitán and El Arenal; Foreign Office; Mexico’s Permanent Delegation to UNESCO and the Mexican Commission for UNESCO. Advice was also provided by leading experts and scholars in each of the subject areas involved in the nomination. All the work was coordinated by Dr Ignacio Gómez Arriola with ongoing advice from Dr Francisco Javier López Morales.



# Mount Kenya

## Pioneering tourism

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Wanjiku Kinuthia  
Communications and marketing officer  
Lewa Wildlife Conservancy

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Mount Kenya National Park/Natural Forest (Kenya) was inscribed on the World Heritage List in 1997 and extended in 2013.

© William Wallace









There are twelve remnant glaciers on the mountain.

© Franco Pecchio

Mount Kenya is one of the most stunning landscapes in East Africa, an irregular glacial topography of a series of pyramidal peaks, U-shaped valleys, rugged ridges and tarns. Estimated to be 3 million years old, the extinct volcano is Africa's second highest peak at 5,199 m. Together with the adjacent National Forest Reserve, the mountain was inscribed as a World Heritage site in 1997 under natural criteria (vii) and (ix) in recognition of its spectacular scenery, abundant biodiversity and ecological importance. Recently the site was extended to include the lower altitude areas of Ngare Ndare Forest and Lewa Wildlife Conservancy to the north. The properties are connected by East Africa's pioneering wildlife corridor that opens up the traditional elephant migration route across the two ecosystems.

The mountain is an inspiring sight and serves as a cultural landmark to the Kenyan people, particularly the communities living in the vicinity. The Bantu tribes of Kikuyu, Embu and Meru believed that their respective deities resided at the snow

peaks and all prayers and rituals were performed facing them. The Nilotic Maasai and Samburu often conducted religious pilgrimages, as do the remoter Cushitic tribes of northern Kenya. Mount Kenya's tallest peak, Batian (5,199 m) is named after a powerful Maasai *laibon* (medicine man) while the second and third, Nelion (5,188 m) and Lenana (4,985 m) are named after Batian's brother and son respectively.

Trekking on Mount Kenya has attracted many adventure travellers. Currently, over 30,000 hopefuls depart every year from the base of the mountain, but only a small fraction, not more than 100, reach the imposing twin peaks of Batian and Nelion. Mount Kenya is in fact more challenging than Kilimanjaro, Africa's highest mountain that stands at 5,894 m.

Tourism on Mount Kenya is managed by the Kenya Wildlife Service (KWS), a parastatal (state-owned company) mandated to oversee wildlife affairs in the country, together with the Kenya Forest Service (KFS). For the less adventurous traveller, a wide range of attractions is available. The

national park boasts of 'pristine wilderness, lakes, tarns, glaciers and peaks of great beauty, geological variety, forest, mineral springs, rare and endangered species of animals, high altitude adapted plains game, unique montane and alpine vegetation with eleven species of endemic plants'.

There are three main tourist facilities – Castle Lodge, Serena Mountain Lodge and Bantu Lodge, which is part of the national reserve. Other facilities include Rotundu Fishing Lodge and, for visitors on a limited budget, there are six other smaller facilities known as *bandas* as well as guest houses run by the KWS.

The establishment of sustainable practices on the site is of paramount importance in consideration of the fact that the fragile ecosystem must not only be managed effectively in order to preserve its aesthetic value and its biodiversity, it must also protect it as a water catchment area. The Kenyan government estimates that the mountain alone directly and indirectly contributes over 40 per cent of crucial hydro-electric power to this developing nation.





Through Lewa Wildlife Conservancy and Ngare Ndare Forest Reserve, the property also incorporates lower-lying scenic foothills and arid habitats of high biodiversity, in the ecological transition zone between the mountain ecosystem and the semi-arid savannah grasslands.

© Lewa House

### Partnerships for sustainable practices

'The ecosystem has attractive sceneries and great potential for tourism development, which is yet to be fully harnessed' (Mt. Kenya Forest Reserve Management Plan 2010–2019).

Simon Gitau, KWS Senior Warden for the Mount Kenya region, says that steps are being taken to develop tourism, while adopting sustainable habits by way of partnerships with the local community. For example, the forest has a number of stations, and each station has a management plan run by the Kenya Forest Service in collaboration with the Community Forest Associations. These management plans place emphasis on ecotourism. Hiking and nature walks are encouraged in place of vehicles. Littering is greatly discouraged. Conservation education for visitors has become routine.

A new and potentially successful experiment on the site is intended to encourage the neighbouring communities to develop tourist facilities within their farms in the buffer zones. As the Senior

### Currently, over 30,000 hopefuls depart every year from the base of the mountain, but only a small fraction reach the imposing twin peaks of Batian and Nelion.

Warden tells us, this will help to change the mindset which assumes that a tourism facility can only be run inside a protected area. Investing on private land that has access to the protected area does not only help maintain the ecosystem, it also creates businesses. The communities are of course in need of capacity-building for this. They also need to be made aware of the advantages of running a partnership with the government through the KWS.

Currently, the entire Mount Kenya ecosystem is being fenced off through a private and public sector partnership of Rhino Ark, KWS, KFS and the Community Forest Associations.

Meanwhile, Mount Kenya continues to be under serious threat from poaching, illegal logging and deforestation. A concerted effort is however being made to steer

the neighbouring communities towards responsible and profitable businesses such as rabbit keeping, bee farming and fish farming.

Quail farming has been very successful, and the region is now the leading quail producer in the country. Furthermore, 1,500 potters from local communities have been trained and vetted by the KWS and are now employed directly.

### Current challenges

Nevertheless the population is still increasing and most cannot afford an alternative to firewood. This naturally encourages the illegal cutting of trees. To counter this, communities are being urged to plant as many trees as possible. The legal government requirement is to set aside 10 per cent of every plot of land for tree planting.





The canopy walkway in Ngare Ndare Forest.

© Lewa House

As a result of increasing demand for ivory and rhino horn in the Far East, elephant and rhino populations across the country are under extreme pressure. This scourge poses a dramatic threat to the mountain's elephants as well.

And finally, the mountain has not been able to escape the impact of climate change; the glaciers are declining and rainfall is increasingly erratic.

Mount Kenya nonetheless remains an extremely significant landmark and a magnificent experience, and ascending to Batian is truly a great accomplishment. We are all concerned in preserving the majesty of the site.

### Elephant corridor

In June 2013, the Mount Kenya World Heritage site was extended northwards to include the Lewa Wildlife Conservancy and the government-owned Ngare Ndare Forest. Both properties are connected to Mount Kenya through a wildlife corridor – completed with an innovative trans-highway solution – inaugurated in 2010. A brainchild of the Mount Kenya Trust with the involvement of many other stakeholders, the corridor links the

## In June 2013, the Mount Kenya World Heritage site was extended northwards to include the Lewa Wildlife Conservancy and the government-owned Ngare Ndare Forest.

forest ecosystem of Mount Kenya with the savannah ecosystems of Lewa and Samburu plains further north. This has opened up the traditional migration route connecting at least 2,000 of the African elephants of Mount Kenya to more than 8,000 others in the Samburu plains, an access previously denied them by human development.

Before the corridor was opened, the animals frequently broke fences, raided farms and homesteads as they migrated through the two ecosystems. This naturally exacerbates human-elephant conflict in the region. But as more elephants learn to use the corridor's underpass, such incidents have been significantly reduced and the elephants' range has been safely restored.

According to Maurice Nyaligu of the Mount Kenya Trust, the corridor is of critical biological importance. 'It is an important

component in terms of preventing genetic isolation of species and populations. It is a great tool for enhancing genetic diversity.'

### Tourism in Lewa

The 25,000 ha Lewa Wildlife Conservancy extends over stunning expanses of savannah and also includes 6,000 ha of the indigenous Ngare Ndare Forest. Generally referred to as Lewa, the Conservancy is considered one of the most successful wildlife sanctuaries in East Africa, and affords protection to some of the continent's critically endangered species including black rhino (*Diceros bicornis*) and Grevy's zebra (*Equus grevyi*). Lewa's success may be attributed to its working model, an intricate mix of conservation, community development and carefully controlled tourism.

Lewa's history dates back to the early 1980s when the plight of the black rhino in Africa had become desperate. As a





Group of Grevy's Zebra, listed as endangered.

© Daryl and Sharma Balfour / www.wildphotosafaris.com

## The 25,000 ha Lewa Wildlife Conservancy extends over stunning expanses of savannah and also includes 6,000 ha of the indigenous Ngare Ndare Forest.

result of rising demand for rhino horn, the once flourishing rhino population was practically driven to the brink of extinction. Responding to this crisis, conservationist Anna Merz and the Craig family established the Ngare Sergoi Rhino Sanctuary on Lewa Downs in the foothills of Mount Kenya in 1983, subsequently re-established as the Lewa Wildlife Conservancy in 1995. The rhino population flourished and over the years Lewa has played a crucial role in black rhino conservation, reintroducing the species in places where it has long been absent and providing technical and managerial expertise to new conservation entities that are also beginning to specialize in endangered species conservation.

The Conservancy boasts one of the highest wildlife densities in Kenya including 11 per cent and 14 per cent respectively of the country's black and white rhinos, and the world's single largest population of

Grevy's zebra. Seventy other large mammal species such as elephant, buffalo, giraffe, lion, leopard, cheetah and oryx roam freely. In fact, with the exception of the elusive leopard, it is quite possible to spot the Big Five in one game drive! For bird lovers, there are over 400 species living at Lewa or migrating through.

Tourists visiting Lewa have the choice of staying in any one of five world-class luxury lodges: Lewa Wilderness Trails, Sirikoi, Kifaru, Lewa House or Lewa Safari Camp. Game drives, bird watching, bush walks, sun-downers, horse-riding and camel safaris are some of the activities offered, as well as educational tours on community development and the day-to-day running of the Conservancy. Ngare Ndare Forest offers a canopy walkway (one of the three found in Africa), hundreds of tree species, excellent camping ground, natural waterfalls and an array of stunning birds.

## Tourism and ecosystem management

The entire property is governed by 'The Lewa Standard', which the Conservancy's Chief Conservation Officer, Geoffrey Chege, describes as the 'ethos and attendant guiding principles serving to ensure that the Conservancy's management holds to the highest standards'. This, as listed in the official Lewa Standard document, is done in the context of the following core objectives:

- The conservation of biodiversity, the maintenance of ecosystem integrity and function, and the minimization of environmental impact.
- The maintenance of aesthetic value.
- The generation of a significant financial contribution to conservation, without compromising core conservation objectives.
- The generation of demonstrable value for local communities, through education, healthcare and development, in a manner that is linked to conservation.

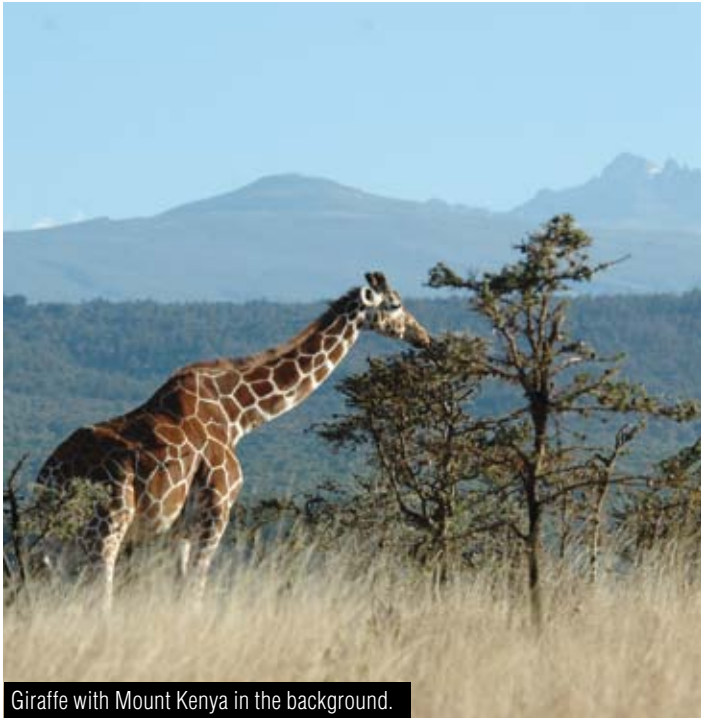
The Lewa Standard states that tourism will be managed in such a way as to generate a significant financial contribution to conservation, without compromising core





Black rhino on Lewa.

© Martin Harvey / www.wildimagesonline.com



Giraffe with Mount Kenya in the background.

© Kenya Wildlife Service



Lion cubs playing on Lewa.

© Paolo Torchio





Tourists watching a group of elephants in Lewa Wildlife Conservancy.

© Lewa House

conservation objectives. Tourism densities within the Conservancy are therefore limited to one commercial bed for every 150 ha, meaning that Lewa plays host to a maximum of 102 tourists

at any one time. For every day spent, a visitor pays an additional US\$108 as conservation fees, crucial funds that cumulatively constitute a third of Lewa's annual revenue.

Visitors and residents are also expected to adhere to a strict Code of Conduct. The maximum speed for vehicles is 40 km per hour and only four-wheel drive vehicles painted in the Lewa approved environment-friendly colours are allowed. To minimize distress to wildlife, only two vehicles are allowed to view an animal at any time, and they mostly remain at a distance of 20 m from one another. Walking is prohibited, unless accompanied by an armed guide, and wildlife always has the right of way. Driving off designated roads, lighting fires, damaging any flora and fauna is also prohibited.

A trip to Lewa is consequently an experience far beyond the regular safari

### **Lewa Wildlife Conservancy is an example of the harmonious blend of conservation, communities, development and tourism.**

game drive. The Conservancy does its best to engage its visitors in conservation and development efforts. Tourists can visit orphaned rhino calves, meet anti-poaching tracker dogs, help the research team to collect data on Grevy's zebra, make a trip to a Lewa-sponsored school, and visit a water project and a host of other activities. All this makes a visit an experience in *in situ* conservation and protected area management.

#### **Community involvement**

Tourism in the Conservancy has a direct impact on improving the lives of the adjoining communities as a substantial amount of the funds raised are ploughed back into development programmes. To date Lewa supports sixteen primary and two secondary schools with infrastructure and curriculum development as well as

other advantages. Students in these schools now number over 6,000. Meanwhile, the Micro-credit Programme established in 2003 has benefited 800 women by setting up a revolving fund to

extend low-interest loans. Lewa also runs a healthcare programme that oversees three medical clinics which serve an average of 15,000 individuals every year and represent the nearest health facilities for many. Water resources remain scarce in neighbouring areas, creating the need for water projects.

Lewa's tourist flow, like many other facilities, is not immune to unpredictable changes in the global economy and uncontrollable external factors. Poaching has also become increasingly sophisticated and now attracts international crime syndicates, putting unprecedented pressure on both public and private areas holding rhinos.

Lewa Wildlife Conservancy is nonetheless an example of the harmonious blend of conservation, communities, development and tourism, while maintaining ecological balance and sustaining biodiversity. 🌿



# Mount Fuji – Fujisan

A treasure of Japan  
becomes one of the  
treasures of the world

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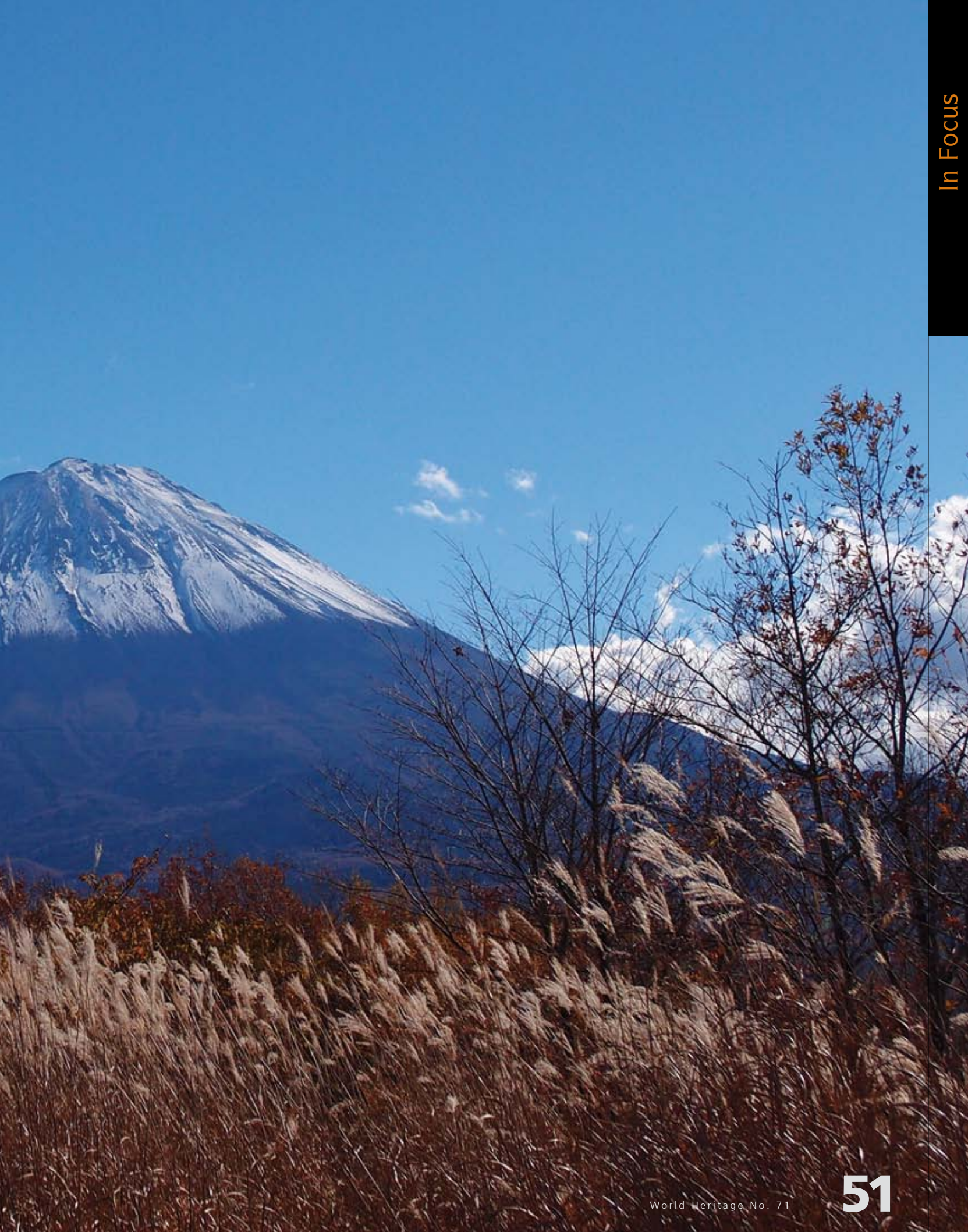
Koji Kitayama  
Director of the Office for World Cultural Heritage  
Monuments and Sites Division  
Cultural Properties Department  
Agency for Cultural Affairs, Japan

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Fujisan (Japan) was inscribed on the World Heritage List during the 37th session of the World Heritage Committee held in Cambodia in June 2013.

© Guilhem Vellut



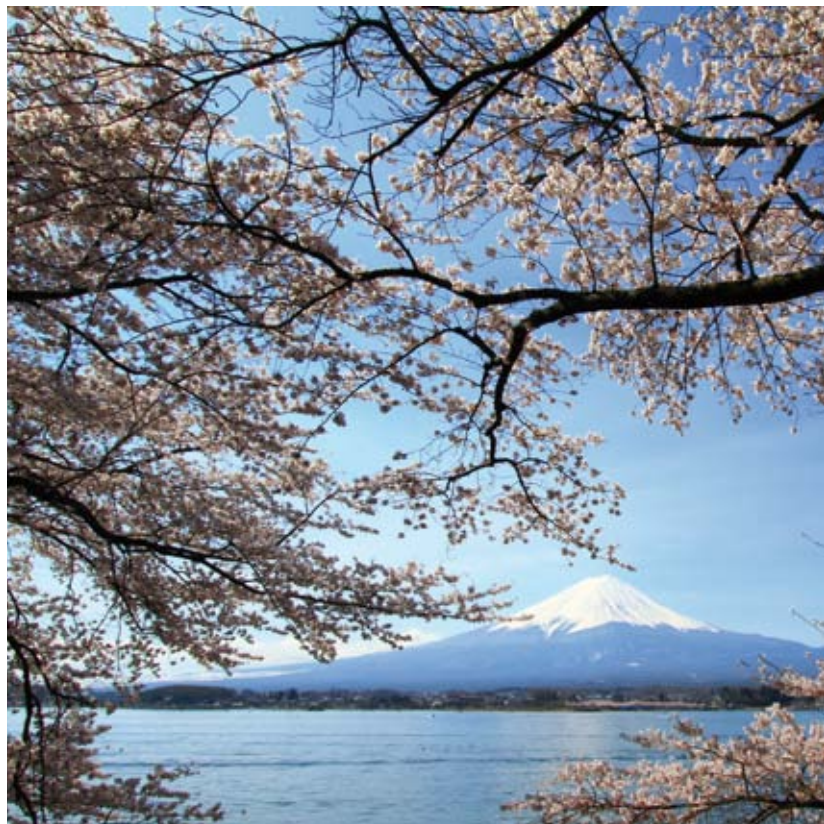






Mount Fuji rising above Lake Kawaguchi.

© Skyseeker



Fujisan and cherry blossom.

© Skyseeker

**M**ount Fuji, the great, iconic volcano immortalized in Japanese art and poetry and respectfully referred to as 'Fujisan' in Japan, was inscribed on the World Heritage List in the course of the World Heritage Committee meeting held in Phnom Penh (Cambodia) in 2013.

All committee members approved the decision and the site was listed as 'Fujisan, sacred place and source of artistic inspiration'. In this way the treasure of Japan became one of the treasures of the world.

Consequently it also became increasingly important to ensure that the site was protected against various pressures resulting from the development of tourism.

### Origins and natural setting of Fujisan

Fujisan is located towards the centre of the Japanese Archipelago, at the point of convergence of three tectonic plates – the Philippine Sea Plate, the Eurasian Plate and the North American Plate. The volcanic activity which formed the mountain dates back to the Miocene Epoch of the Neogene

Period (23 million–5 million years ago). The last explosive magma eruption rocked the crater at the summit roughly 2,200 years ago, and there have been at least ten confirmed periods of eruptive activity in the area over the last 1,200 years. The lava was of moderate viscosity, allowing Fujisan to acquire its harmonious form which is nearly symmetrical on all sides.

A uniquely volcanic topography developed around the base of Fujisan, including numerous wind caves, lava tree molds, springs and lakes. Notable among these are the springs on the northern and western bases of the mountain. Rainfall in this area has created an arc of lakes, springs, and waterfalls that form a ring around the base of the mountain. The best known are the Fujigoko (Fuji Five Lakes), the Oshino Hakkai springs and the Shiraito no Taki waterfalls.

The mountain's forest limit stands at an elevation of about 2,500 m, which is also the location of Fujisan's fifth station. Above this, lies the 'alpine zone', a volcanic wilderness; below it, forests filled with different species of trees. In the alpine zone, as a consequence of high temperatures

and aridity in the summer and extremely low temperatures in the winter – and also because the zone is covered in constantly shifting volcanic rubble – there is practically no vegetation. Pilgrims hold this zone as a sacred area and believe it belongs to the 'other world' (the world after death).

### Pilgrimage and Fuji-ko societies

The majestic form and intermittent volcanic activity of Fujisan have inspired the degree of awe that led to various religious practices. These practices linked Shintoism and Buddhism, but also people and nature, and symbolic death and rebirth, with ritual ascents and descents up to the summit and down again, and have established various routes of pilgrimage with their shrines and lodging houses at the foot of the mountain.

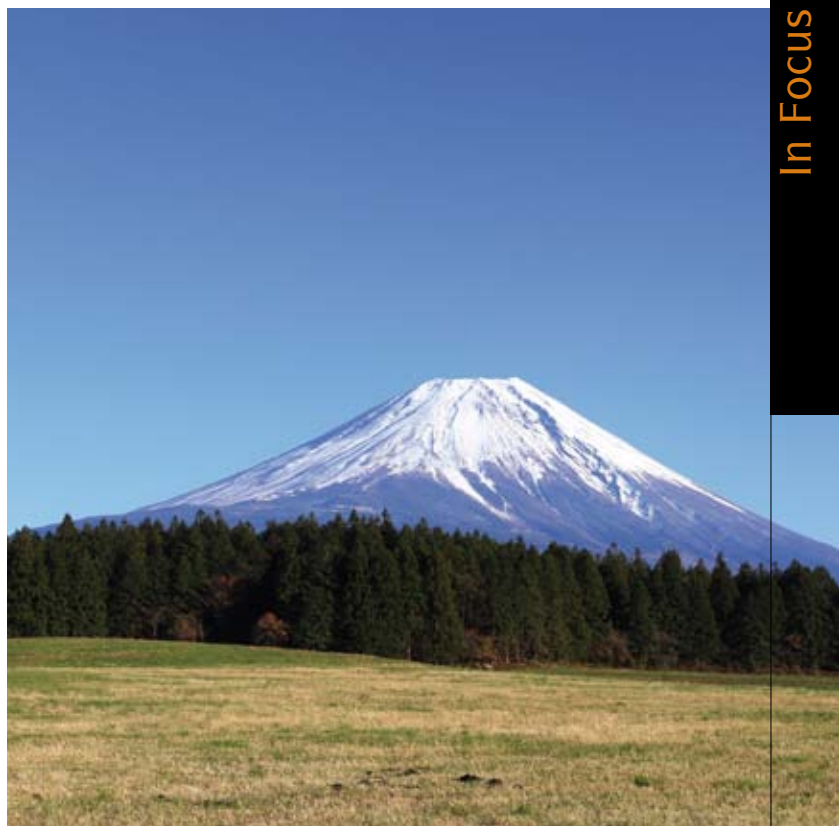
From ancient times, pilgrims set off from the Sengenjinja shrines at the foot of the mountain to reach the crater at its summit, which was held to be the residence of Asama no Okami (the god of Asama, a Shinto deity). At the summit, they practised a ritual known as Ohachimeguri, which consists of walking around the edge of the





Fujisan has long been the object of pilgrimages and inspired artists and poets.

© KITAYAMA Koji



Mount Fuji is an internationally recognized icon of Japan.

© Skyseeker

crater. There were two kinds of pilgrims – those guided by mountain ascetics and those who were adherents of the Fuji-ko societies who believed in the god of Asama. These Fuji-ko societies flourished during the prosperous and stable Edo period from the 17th century.

As pilgrimages became more popular in the course of the 18th century, many organizations were established around Fujisan to attend to the needs of the pilgrims. Trails up to the summit were established, huts provided, and shrines and Buddhist facilities built. The pilgrims believed that the ascent would cleanse them of their sins and impurities. Lakes, springs and waterfalls scattered widely around the base of the mountain were considered the perfect place for cold-water ablutions (*Mizugori*) intended to mortify their bodies before making the ascent. The practice of visiting eight lakes – including the Fuji-Goko five lakes – and observing these water rituals became particularly popular among pilgrims.

Even if such ascents are now practised largely by tourists, these traditional forms of pilgrimage survive to this day.

### Fujisan and the arts

The almost perfect, snow-capped, cone-shaped form of Fujisan has always inspired poets and artists. In *Manyo-Shu*, an anthology of Japanese poetry compiled in the 7th to 8th centuries, there are already several poems praising the beauty of Fujisan. The most famous of these is by Yamabe-no-Akahito:

田子の浦ゆ うち出でてみれば 真白に  
ぞ 富士の高嶺に 雪は降りける

‘Coming out from Tago’s  
nestled cove,

I gaze: white, pure white  
the snow has fallen  
on Fuji’s lofty peak.’

(translation by Hideo Levy, *Manyo-shu in English*)

In the 13th century the monk Saigyō, a famous poet of the Heian-Kamakura period, passed Mount Fuji during his second and last voyage to Tohoku, and sang:

風になびく 富士の煙の空にきえて行方  
も知らぬ我が思ひかな

‘Trailing on the wind,  
the smoke of Mount Fuji  
fades in the sky,

moving like my thoughts  
toward some unknown end.’

(translation by Burton Watson, *Poems from a Mountain Home*)

From the 14th century onwards, artists created a large number of images of Fujisan. The woodcuts of Katsushika Hokusai, including his *Thirty-Six Views of Mount Fuji*, had a profound impact on Western art in the 19th century and made the outline of Fujisan widely known as the symbol of ‘Oriental’ Japan.

### World Heritage values of Fujisan

The criteria cited by the World Heritage Committee to justify the listing of Fujisan include its majestic form as a solitary strato-volcano, coupled with its intermittent volcanic activity, which has inspired a tradition of mountain worship from ancient times to the present day. Indeed, images of the volcano, rising above lakes and sea, have been a source of inspiration for poetry, prose and works of art since ancient times. In particular the images of Fujisan in early 19th-century Ukiyo-e prints by Katsushika





Some 300,000 people climb all the way to the summit in the two-month climbing season in the summer.

© KITAYAMA Koji

Hokusai and Utagawa Hiroshige had an outstanding impact on the development of Western art, and have allowed the majestic form of Fujisan, which can still be appreciated, to be known around the world.

As a result of the religious practices associated with the mountain from pre-modern times and of the outstanding works of art inspired by the mountain's landscape, people all over the world have come to see Fujisan as an outstanding example of a sacred mountain landscape.

### The Fujisan site and daily life

The site has twenty-five components and one of them, the Fujisan Mountain Area, includes nine elements, including mountaintop worship sites and ascending routes. All these components and elements embody Fujisan's nature either as an 'object of worship' or a 'source of artistic

inspiration', and offer testimony to a unique mountain-related cultural tradition but also to a direct and tangible association with images of Outstanding Universal Value and an example of a type of landscape that has become famous around the world.

Fujisan still plays an important part in the lives of people living in the vicinity. Sengen-jinja shrines receive many visitors who come there on New Year's Day. A number of artistic and photographic contests are devoted to them. People forecast the weather by studying the type of clouds near the summit. Farmers have long decided when to start rice planting by examining the form of snow surrounding the top of the mountain, and the population benefits from clear water filtered during its long descent through the stratification of the mountain. Elementary or junior high-school students systematically study Fujisan's

history, culture, nature and even its current tourism in Fujisan Learning Classes, which allow these children to take pride in their home land and learn to love Fujisan. All this creates a close relationship between the mountain and the local population.

### The challenges of tourism

Fujisan is expected to become a good example of sustainable tourism.

After the mountain's inscription on the World Heritage List, the problem of the ascent was brought up by the media. The ascent of Fujisan in the summertime has perpetuated a tradition of public mountain-climbing. In the course of the two-month climbing season in the summer, some 300,000 people climb all the way to the summit. During the same period, some 1,200,000 people, including climbers and others, visit the fifth station of the ascending routes. Over recent years, the





Fujisan over the sea.


© KITAYAMA Koji

## The almost perfect, snow-capped, cone-shaped form of Fujisan has always inspired poets and artists.

number of climbers and visitors from other countries has been on the increase. A total of about fifty mountain huts stand along the ascending routes, with the capacity of accommodating around 6,700 people a day. A restriction has already been imposed on the circulation of private cars during summer and in 2013 this measure was reinforced, which may account for the presence of fewer climbers that summer despite the new World Heritage status. The central issue in view of the recommendation of the World Heritage Committee in 2013 will no doubt be how to manage the number of climbers. Ideas for sustainable tourism will be developed while drafting the revised Conservation

Management Plan. Shizuoka and Yamanashi prefectures are now discussing ways to control the number of climbers, possibly by charging an admission fee or asking for a contribution. This admission fee would be used to ensure the conservation of the environment of Fujisan and should include installation and repair of lavatories, monitoring the number of climbers, and development of a sustainable system of environmental conservation. It should also ensure the safety of climbers by making or expanding first-aid stations and appointing more instructors, for example. The Fujisan World Cultural Heritage Council, composed of representatives of these two prefectures,

plans to complete the establishment of a Visitor Management Strategy to be adopted by the end of 2014. As the concept of sustainable tourism has not yet penetrated deeply into Japanese society, these new strategies and approaches will serve as a model for other sites.

The inscription of Fujisan on the World Heritage List means that Japan has made a promise to the world – the country intends to ensure the protection of the site's value for the future. The central government, in close cooperation with local governments, will continue to work towards this goal. World Heritage status provides the momentum people need to rediscover the value of cultural properties and work in favour of appropriate conservation. We have to take charge of the protection of our valuable World Heritage as a treasure of all humanity for future generations. 



Close-Up Silk Road

# A tourism roadmap for the Silk Road

Aiia Peressolova  
UNWTO Silk Road Programme Manager

Samarkand – Crossroad of Cultures (Uzbekistan).

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Macao (China) was a lucrative port of strategic importance in the development of international trade.

© Eduardo M. C.

In line with a substantially increased global market, the World Tourism Organization (UNWTO), which started its Silk Road initiative in 1993, and has been diligently supporting it since then, has now dramatically stepped up its activity: in 2010 it launched a renewed and substantially reinvigorated Silk Road programme.

The demand for experiential tourism and cultural tourism has greatly increased in recent years. World travellers are now expecting more than just relaxation from their holidays, and this tendency has become a major driver behind the tourism industry.

As tourists look for more and more life-changing experiences, a visit to the Silk Road can provide the world's most potent and evocative of these.

Acclaimed as the 'greatest route in the history of mankind', the ancient Silk Road formed the first bridge between East and West and was an important vehicle for trade between the ancient empires of China, Central and Western Asia, the Indian sub-continent and Rome. More than just a trade route, the Silk Road exemplified the multiple benefits arising from cultural exchange. As a result, countless historic and cultural sites remain along this famous network.

The vision that engaged both UNWTO and UNESCO was the opportunity to turn the Silk Road into a vibrant touristic experience and to use this major opportunity to create a tourism route through one of the world's great 'Heritage Corridors', as they have been

identified by UNESCO. This activity would develop sustainable tourism along the historic Silk Road, so that its countries, cities and other destinations would have the opportunity to develop a potent tourism economy with substantial numbers of visitors and with economic, social and cultural development benefits.

The initiative is now concentrating on three main areas – marketing and promotion, capacity-building, and destination management and travel facilitation.

### Uniting three continents

The concept of a Silk Road tourism project was first raised at UNWTO's General Assembly in Indonesia in 1993. Encouraged by renewed interest in the Silk Road for cultural exchange, trade and tourism, UNWTO decided to revive the ancient routes as a tourism concept, uniting three continents once more in a project spread across many thousands of kilometres.

Working closely with UNESCO, UNWTO Silk Road Programme now links thirty-one countries as diverse as Italy, Uzbekistan and Japan, offering a travel concept focused on cultural and natural heritage, with diverse forms of travel including land and sea routes. Furthermore, it has established a tourism concept which benefits host communities (with capacity-building programmes, local empowerment and business networking) and travellers (by creating a more enriching travel experience).





The Mausoleum of Khoja Ahmed Yasawi (Kazakhstan) stands alongside the Silk Roads.

© Ken & Nyetta

Since the adoption of the Samarkand Declaration on Silk Road Tourism by the nineteen countries attending the First International Silk Road Meeting in Samarkand (Uzbekistan) in 1994, many milestone meetings, events and activities have contributed to the development of UNWTO's Silk Road Programme, which will celebrate twenty years of progress in 2014.

The unique network of routes that was for centuries the fundamental link between East and West, traversed by conquerors, traders and missionaries, clearly has extraordinary tourism opportunities.

Today these Heritage Corridors have the potential to offer economic benefits to local communities and cross-cultural exchange through tourism development. The Silk Road's exceptional cultural and living heritage creates incredible tourism opportunities.

### Responsible management

Clearly, when tourism is managed responsibly, it can be a driver for preservation and conservation of cultural and natural heritage and a vehicle for sustainable development. Tourism to World Heritage sites stimulates employment, promotes local activity through arts and crafts and generates revenues. Tourism however can be socially, culturally and economically disruptive, if it is not planned or managed effectively, and harm fragile environments and local communities. Hence the importance of a responsible tourism management plan for the Silk Road.

Since 2010, the reinvigorated UNWTO programme has seen new Silk Road initiatives including comprehensive activities and events with the world's two major tourism markets (ITB Berlin and WTM London) designed to establish the Silk Road as an internationally recognized tourism brand. There has been a Flavours of the Silk Road International Conference on Food, Culture and Tourism in Baku, and a TV show (Globetrekker) creating special episodes that attracted an audience of over 30 million people in forty countries. There has even been an international student initiative with 200 students in their final year at the prestigious École Hotelier de Lausanne working with ten Silk Road destinations to come up with tourism development strategies.

In Dunhuang (China), August 2013, the 6th UNWTO International Meeting on Silk Road Tourism highlighted the increasing interest in developing cultural routes associated with the Silk Road and succeeded in further raising the profile of tourism along this emblematic route. The event was jointly organized by UNWTO, the China National Tourism Administration (CNTA) and the People's Government of Gansu Province.

Topics discussed ranged from heritage management and investment to travel facilitation and product development, with the aim of re-establishing the Silk Road as one of the world's most outstanding travel routes.





State Historical and Cultural Park "Ancient Merv" (Turkmenistan) is the oldest and best-preserved of the oasis-cities along the Silk Route in Central Asia.

© Daniel Gustafson (www.danielgustafson.se)

## Roadmap for Heritage Corridors

Last October at a workshop in Almaty (Kazakhstan), following years of ground-breaking research by UNESCO, ICOMOS and University College London (UCL) on sites and routes of the Silk Road, experts unveiled a roadmap to develop a tourism strategy for visitor management, site presentation and promotion along the Silk Road Heritage Corridors.

The workshop, designed to put forward this strategy, was organized by UNESCO, UNWTO and the Ministry of Industry and New Technologies of the Republic of Kazakhstan, with the support of the UNESCO/Netherlands Funds-in-Trust.

The roadmap lays the foundation for developing a comprehensive and sustainable Silk Road Heritage Corridors tourism strategy, envisaging tourism as a vehicle for improved conservation. Integrating tourism planning with conservation planning for a cohesive and more powerful approach, it focuses on two heritage corridors crossing five countries: China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, which form the basis of a serial nomination that will be considered for inscription on the UNESCO World Heritage List. The strategy addresses the overarching principles of sustainable growth, community development, heritage management and conservation.

Specifically, the roadmap is designed to set priority projects to develop tourism and safeguard heritage across the corridors; guarantee a balanced approach between site conservation and site promotion; identify strategic opportunities for economic

## The roadmap lays the foundation for developing a comprehensive and sustainable Silk Road Heritage Corridors tourism strategy.

growth and job creation; outline the different components of the project while demonstrating their interdependence; promote maximum engagement from all relevant stakeholders, and provide a step-by-step picture of how this wide-ranging project will be implemented.

The intention of the roadmap is to create and identify high-quality visitor experiences around some of the world's outstanding cultural and natural heritage that do not degrade or damage natural or cultural values.

The roadmap would research and plan official travel routes for the Heritage Corridors that improve connectivity and accessibility, encourage the development of specific tourism products and services, spread the dispersal of tourists and encourage increased length of stay and yield. This would include the establishment of nodes (large cities) along the Silk Road, the segments of routes connecting them and the corridors – as Silk Road tourism lends itself to attracting travellers along integrated routes and corridors rather than to individual sites or destinations.





The Cultural Landscape and Archaeological Remains of the Bamiyan Valley (Afghanistan) also lies on the Silk Road.

© Carl Montgomery

## A professional brand

To improve global market perception a marketing, branding and promotions strategy would establish an attractive and professional brand for the Heritage Corridors and provide comprehensive information for visitors via online and offline medias.

Targeted policy guidelines will strengthen conservation of the heritage assets, provide incentives for the sustainable development of tourism and combine holistic planning with well-integrated stakeholder participation for long-term sustainability.

One of the major benefits of collaborative action will be increased awareness of the Silk Road Heritage Corridor destinations. This will be achieved by professional and consistent interpretation, presentation and branding for developing tourism and visitor management guidelines for World Heritage properties to provide a consistently high-quality visitor experience, covering all areas of management including a Silk Road handbook for tourist guides.

Improved visa processing is key to the smooth flow of tourists between destinations. The initiative will aim to create a visa plan that governments can take to facilitate travel through the Heritage Corridor, minimizing barriers and unnecessary bureaucracy.

The major achievements of the initiative should include increased economic growth, job creation and professional development across the destinations and enhanced international cooperation and engagement of stakeholders at all levels. Collaboration on transnational approaches will be crucial to strengthening Silk Road tourism and will aim at delivering new opportunities for

investment, strengthening international relations and realizing new opportunities for public-private sector partnerships.

The new roadmap could also highlight and develop investment opportunities in intangible cultural heritage such as traditional handicrafts, gastronomy, rituals, music and other cultural expressions to enhance the visitor experience and contribute to intercultural understanding and exchange.

Finally, to access the global marketplace creatively, the programme will embrace the opportunities presented by technology and innovation such as 3D digital scanning and modelling, digital preservation and archiving. These methods can provide a publicly accessible archive enabling people to visit and learn about cultural heritage sites from around the world, thus helping to ensure that heritage sites are effectively managed today as well as protected for tomorrow. 

### Useful links

UNWTO Silk Road Programme

<http://silkroad.unwto.org>

UNESCO World Heritage and Sustainable Tourism Programme

<http://whc.unesco.org/en/tourism/>

ICOMOS International Conservation Center-Xi'an (IICC-X)

[www.iicc.org.cn/Channel.aspx?ChId=2](http://www.iicc.org.cn/Channel.aspx?ChId=2)

UNESCO Silk Road Platform

<http://en.unesco.org/silkroad/>



# Azerbaijan Land of Fire



## Baku, Atashgah

Since ancient times fire was considered sacred and fire worship has been always protected in Azerbaijan. The word Azerbaijan itself consists of two parts: "Azer" meaning fire and "baijan" meaning protector so Azerbaijan means the land of protecting fire.

One of the ancient symbols denoting Azerbaijan as a land of fire is "Atashgah" temple. The historical roots of the monument take us back to when the initial statehood of Azerbaijan was created and the ruling religion was Zoroastrianism. "Atashgah" temple, which was first developed in the 2nd and 3rd centuries in Surakhani settlement, on the Absheron peninsula, 30 kilometres from the centre of Baku, was built by people who believed in the Zoroastrian religion where the natural gas glowed on-site through eternal inextinguishable flames. Zoroastrians considered fire as sacred and prayed to it in order to be protected from disaster and tyranny and to live in happiness and peace.

The second period of the temple's development was from the 16th to the 17th centuries. As Azerbaijan was on the Great Silk Way, broad trade and cultural relations were established with other countries in this period. A lot of pilgrims came here and as the number of Zoroastrians and fire-worshippers was increased, the temple was restored. The whole building which is reminiscent of a caravanserai has a closed pentagonal form and consists of 24 cells and a central altar.

One of the symbols of contemporary Baku, the Flame Towers built in a shape of three tongues of flame, remind everyone that this country is the Land of Fire where hot-tempered and hospitable people live.



# Forum

ICCROM, in collaboration with the Cultural Heritage Administration (CHA) of the Republic of Korea, organized a *Forum on Asian Buddhist Heritage: Conserving the Sacred* in Seoul from 4 to 6 December 2013. This forum explored the ways in which this heritage is being characterized, issues related to conservation and management and processes to promote the engagement of all stakeholders.

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Mahabodhi Temple Complex at Bodhi Gaya (India).

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## United Nations World Tourism Organization (UNWTO) Secretary-General Taleb Rifai

### World Heritage:

**In December 2012 the world recorded the billionth tourist arrival. What do you see as the implications of this rapidly growing sector for World Heritage sites?**

**Taleb Rifai:** One billion tourists travelling the world in a single year was certainly a milestone for international tourism. Yet one billion is not just an impressive number, it represents an immense opportunity for countries all over the world. Sustainable tourism development translates into jobs, improvement of livelihoods, the renewal of urban and rural areas and the preservation and promotion of a country's natural and cultural heritage.

Complementing tourism's remarkable growth in recent years is the rise of cultural tourism, which is one of the fastest-developing segments of international tourism. This does not come without challenges, however. As many World Heritage sites are top tourist attractions, the tourism sector needs to play a significant role in the preservation and safeguarding of cultural assets worldwide through the implementation of effective sustainable site management and by raising awareness among tourists of a site's immense cultural value, thereby engaging them to be part of cultural conservation efforts. Indeed, the breadth and scale of tourism makes it a powerful communication vehicle to raise awareness of some of the most challenging issues facing cultural preservation. The smallest of actions, multiplied a billion times, can translate into a formidable force for good..

**WH:** You recently signed a new Memorandum of Understanding (MoU) with the Director-General of UNESCO. What is the basis of this renewed collaboration and how will it enhance coordination on key tourism-related conservation and development issues?

**TR:** UNWTO and UNESCO have been working closely for many years to ensure a sustainable approach to heritage management and tourism with their distinct, yet complementary, roles within the UN system and I am very pleased to say that since Ms Irina Bokova took office as Director-General such cooperation has entered a new dynamic level. This new Memorandum will further strengthen our capacity to integrate sustainable tourism principles within the protection of World Heritage as it consolidates our joint work on sustainable tourism and the protection of natural and cultural heritage. Within the MoU framework, we will work closer together on the UNESCO World Heritage and Sustainable Tourism Programme, the development of transnational tourism initiatives such as the Silk Roads Heritage Corridors, and continue our very fruitful collaboration with UNESCO within the Steering Committee on Tourism for Development (SCTD). Furthermore, UNWTO and UNESCO, together with the United Nations Office on Drugs and Crime (UNODC), are developing a new awareness campaign aimed



Secretary-General of UNWTO, Taleb Rifai.

© UNWTO

at engaging tourists in the fight against trafficking in cultural artefacts.

I would also like to add that UNWTO has identified tourism and culture, and our collaboration with UNESCO, as one of the priority areas for the Organization. In this respect, we are in the process of creating a dedicated Programme on Tourism and Culture at UNWTO. Also in February 2015 UNWTO and UNESCO will co-host an International Conference on Tourism and Culture in Cambodia, bringing together ministers of culture and tourism and other key players in both sectors to debate and exchange experiences on how tourism and culture can collaborate in a more effective and beneficial manner.

UNWTO and UNESCO will naturally also continue to join hands in guiding development towards the preservation of tangible and intangible heritage at the destination, which encompasses the World Heritage property itself and the surrounding areas.

**WH:** You have championed public-private partnerships throughout your tenure as Secretary-General of UNWTO. Do you feel they are a viable solution to simultaneously achieving conservation and sustainable development outcomes at World Heritage sites?

**TR:** Definitely, they are not only a viable solution; they are the only possible solution. The collaboration between private sector enterprises, the public sector, civil society and host communities is crucial for the success of sustainable tourism development and heritage conservation. Thus, we actively encourage the setting up of management programmes at World Heritage sites that bring together stakeholders from the public and private tourism





Tourists at Mount Huangshan (China).

© David Bacon

sectors to work together with culture experts. Only by enhancing the cooperation between tourism administrations, the private sector and the authorities in charge of World Heritage sites will we achieve a truly integrated management of tourism at these sites.

**WH: Evidently tourism provides positive benefits to World Heritage sites, but if not properly planned and managed it could also have negative effects on sites and local communities. What role can UNWTO play in helping countries to strike the right balance?**

**TR:** Tourism is expanding and diversifying rapidly, but this exponential growth cannot be left unchecked, as it risks long-lasting impacts threatening the very destinations and societies that benefit from tourism. The future of the sector itself depends on respecting and preserving natural and cultural heritage. The challenge of sustainable tourism development therefore lies in spreading the benefits arising from tourism growth while protecting the inherent values of these heritage sites.

UNWTO, the United Nations specialized agency for tourism, has set as a priority the inclusion of policies and practices in tourism development that protect heritage under all its forms and stress the important role tourism can have as an instrument towards the conservation and promotion of cultural heritage.

We have worked closely with UNESCO in the lead-up to the adoption of its World Heritage and Sustainable Tourism Programme, whose mission is to facilitate the management and development of sustainable tourism at World Heritage properties through promoting increased awareness, capacity and balanced

participation of all stakeholders, while ensuring that tourism delivers benefits for local communities and a quality experience for visitors.

We also ensure that cultural preservation is a key component of the work done by UNWTO Sustainable Tourism Observatories – some of these are located at or close to UNESCO World Heritage sites, such as the one in Huangshan (Anhui, China) – and in all our technical cooperation projects as well as the tourism policy work we develop with our Member States.

**WH: Significant innovations have been made in terms of destination management over the past few years. How do you see these new approaches applied to World Heritage sites?**

**TR:** New, innovative approaches in the interpretation of heritage and the creation of heritage networks have strategic importance for tourism destinations and cultural entities. The addition of new cultural attractions, activities and visitor facilities positions tourism destinations to better suit market demand and ensures a more enriching visitor experience, as well as better understanding of cultural values and the importance of their conservation.

The most notable innovations have been spurred by technology, which has played a key role in enabling tourist growth and has dramatically transformed the way people travel and experience a destination. Mindful of this, 'Smart Tourism' that incorporates new technologies can definitely enhance the visitor experience, promote conservation practices and raise awareness of cultural sites through innovative digital channels. 🌐



## Huang Nobu

A businessman and philanthropist, Huang Nobu is Chair of the Beijing Zhongkun Investment Group, which is providing US\$ 1 million to World Heritage Sustainable Tourism projects over five years.



Huang Nobu.

© Beijing Zhongkun Investment Group

### World Heritage:

**Why UNESCO? What was your motivation in seeking a partnership with the Organization?**

**Huang Nobu:** My motivation was very simple. As an entrepreneur working on cultural estate development, my company has benefited largely from the fast-growing Chinese economy, as well as the importance attached by Chinese society to culture heritage protection and the culture industry. Thus we are the most direct beneficiary of the World Heritage protection cause advocated by UNESCO. When I founded Zhongkun, I made it clear that 'Let's do more for our society' should be our corporate social responsibility. Working with UNESCO will allow us to do much more for the protection of cultural heritage, both in China and around the world. We certainly have some experience through our Anhui Hongcun Village case, and we wish to use the UNESCO platform to learn from the experience of our peers in order to better manage the relationship between heritage protection and sustainable tourism, which is of priority importance for developing countries.

**WH: World Heritage and sustainable tourism – what do you think are the critical issues?**

**HN:** World Heritage needs advocacy and preservation for future generations, as well as protection, but there is a contradiction

between the two. The beautiful scenery at many sites attracts too many visitors, thus there are adverse consequences – first, the visit is not as enjoyable as it should be; second, damage may be caused to the site. Now the question is, once a scenic spot has gained a reputation, especially when it is listed by UNESCO as a World Heritage site, people usually see the economic benefits before heritage protection and sustainable tourism. In my view, the key is education. We have to help the whole of society, especially young people, to realize that heritage is our memory of the past and the common wealth of humanity. We must preserve the wealth inherited from our ancestors rather than damage or destroy it. Only in this way can World Heritage protection and sustainable tourism be achieved.

**WH: One of the foundations of sustainable tourism is the shared responsibility among the different stakeholders. What do you think the role of the private sector should be in helping to conserve and protect World Heritage?**

**HN:** The role of enterprise is crucial. As for Zhongkun, it is not only a heritage developer and manager, but also a protector. As a developer, Zhongkun gains economic benefit; as a protector,



On 17 May 2013, after climbing to the summit of Mount Everest, Mr Nobu made a statement and displayed UNESCO's logo in support of UNESCO's mission.

© Beijing Zhongkun Investment Group





Ancient Villages in Southern Anhui – Xidi and Hongcun (China).

© Beijing Zhongkun Investment Group

Zhongkun receives social recognition. Since 1997, in managing Hongcun Village, we have attached great importance to cooperation with the local government and the villagers. For example, a top planning and design institute in China has been commissioned to set out dedicated protection proposals for Hongcun Village; meanwhile we have also actively cooperated with various stakeholders on the nomination of this site for World Heritage status. By so doing, we have realized that enterprise can be a bridge between heritage development and protection. Only if the relationship between long-term economic benefit and social responsibility has been well managed by enterprises can World Heritage protection be truly achieved.

**WH: The World Heritage Convention is increasingly seen as an instrument to promote sustainable development. This is particularly important in terms of South-South cooperation. How do you see the partnership with UNESCO helping to foster greater cooperation in this respect?**

**HN:** Zhongkun is a Chinese enterprise, China is a developing country. While we have established this strategic partnership with UNESCO, we want to share with other developing countries our experience as well as the lessons learned. Of course, we could also learn from the valuable experiences of heritage protection

and sustainable tourism in other developing countries. Zhongkun is willing to contribute to the development of UNESCO's South-South cooperation in this field.

**WH: The Ancient Villages in Southern Anhui – Xidi and Hongcun World Heritage site holds a very special meaning for you. Would you share with us the significance of these villages to you personally?**

**HN:** We are so proud of Hongcun Village, which is the first cultural heritage site managed by Zhongkun with World Heritage status, where we think we are doing something very useful and our daily business is related to heritage protection in China as well as around the world. For me, heritage protection is quite different from other industries – it involves social responsibilities that the enterprise should not only respect the work of our ancestors but also be beneficial to future generations; only then can the economic benefits be considered. Fortunately, our protection and development model for Chinese Ancient Villages is very acceptable to the Chinese Government and the local residents, thus a win-win situation for the villagers, our enterprise and society at large. Lastly, what I have learned is that every one of us could contribute to social harmony and sustainable development as long as we carry out our daily task as well as possible. 🌀



# Pilgrimage – shedding new light on a forgotten element of tourism



Gamini Wijesuriya, Project Manager, ICCROM  
[www.iccrom.org](http://www.iccrom.org)

Sustainable tourism should ensure the engagement of all relevant stakeholders and deliver benefits to society, while also ensuring the long-term protection of heritage. The concept of benefits, however, should not be seen as narrowly referring to economic gain or educational and leisure experiences for visitors, but should incorporate other kinds of benefits such as enhanced spirituality.

This was one of the concerns addressed at a Forum organized by the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCRM) and the Korean Cultural Heritage Administration (CHA) in December 2013 in Seoul with financial assistance from the Korean Government. Entitled *Asian Buddhist Heritage: Conserving the Sacred*, it was attended by eighteen experts from around the region.

To frame the discussion, specifically for Buddhist heritage, three major themes were identified:

- understanding Buddhist heritage with regard to values and significance;
- conservation principles and policies related to managing change at a living site, including issues of authenticity;
- decision-making with regard to national heritage authorities, custodians, and communities (monks and laity).

## Spiritual benefits to society

Among the many topics discussed there was a focus on the positive and negative impacts of tourism on society at large. The keynote address was delivered by Roland de Silva, President of ICOMOS International from 1990–99. He presented aspects of tourism from a different perspective, and proposed the innovative idea of a UNESCO Asian Pilgrim Unit to foster entrepreneurship for pilgrimages as a means of promoting tourism. He addressed the need to engage all stakeholders, and highlighted the spiritual benefits to society that can be achieved through pilgrimage.

This important global phenomenon has been overlooked or even ignored within the context of modern tourism discourse. None of the current doctrines or strategies make any reference to pilgrimage, and it is in this context that its use as a tool in promoting tourism becomes timely and significant. There are approximately fifty World Heritage properties with links to Buddhism in the Asian region and many more potential sites to which Dr de Silva referred in his presentation. He suggested that many of them could be linked through pilgrimage routes.

He recalled that in Asia, prior to the Second World War, it would have been unthinkable for a family to take a holiday as we understand it now. Rather it would have been quite normal to embark on a 'gentler form of travel at the pace of a peaceful pilgrimage. This was the style of the time, and how welcome it all was, and how holy, sacred and relaxing such journeys were ... for this was the way that we, through generation after generation, discovered the nuances of Buddhism from time immemorial'.

He emphasized the importance of spirituality as part of the experience to be gained through pilgrimages to these sacred places. Pilgrimage in the Asian context has its roots in at least the 3rd century BC. Following the words of Lord Buddha to undertake pilgrimages to the four sites of his birth, Enlightenment, first sermon and demise, Emperor Asoka in India visited Lumbini and Bodh Gaya (now World Heritage properties in Nepal and India respectively) and marked his presence in the form of an inscription. This tradition, one of the most notable phenomena at some World Heritage properties, has been evident since then. Dr de Silva referred

**There are approximately fifty World Heritage properties with links to Buddhism in the Asian region.**



Golden Temple of Dambulla (Sri Lanka).

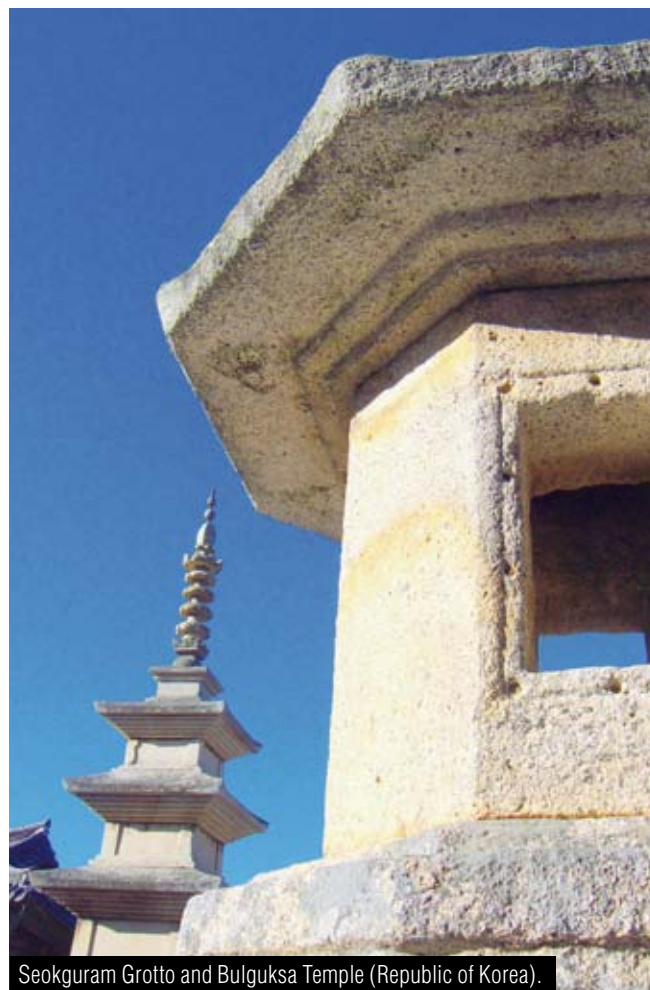
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Lumbini, the Birthplace of the Lord Buddha (Nepal).

© Photo Dharma



Seokguram Grotto and Bulguksa Temple (Republic of Korea).

© Yeowatzup

to the inscription made on the stone balustrade at Bodhi Gaya by the earliest pilgrims from Sri Lanka, as far back as the 2nd or 3rd centuries BC.

One of the key issues addressed during the Forum was the potential negative impacts of mass tourism on the special ambience of sacred places where religious activities are meant to be carried out. Dr de Silva emphasized that encouraging pilgrimage-based tourism would create an atmosphere where we 'indulge in such moments of quiet, away from our day to day routines, to refresh the inner self of each of us, away from the discoveries of our colleagues ... Such a spiritual revival, through rethinking and restructuring of oneself, can discover a path towards self-purification, that is both useful towards achieving these objectives, and in rediscovering the vital stepping stones of humanism, even if these should be through down-to-earth material activities, in achieving such spiritual goals'.

### Stepping stones to local entrepreneurship

Dr de Silva went on to propose that local leaders should identify the old pilgrim routes of Asia that could become the stepping stones to Buddhist pilgrimage entrepreneurship. He envisioned thematic pilgrimages linked to 'journeys trodden by the Master (Lord Buddha), sites of relic enshrinements, the religious routes that followed the spread of Buddhism, the restful shrines of well-known pilgrim fathers, and the many productive journeys undertaken by early disciples.' In order to implement this, he proposed setting up a UNESCO Asian Pilgrim Unit that would emphasize the religious and cultural values of these important sites and instil a deeper understanding of the precepts of religion, resulting in a future generation of sensitized communities. UNESCO, ICOMOS and ICCROM could promote this idea as well as the inscription on the World Heritage

List of old and newly discovered Buddhist sites in Asia, thus highlighting the need for a possible thematic study on pilgrimage routes. The Forum also made reference to the World Heritage Initiative on Heritage of Religious Interest (<http://whc.unesco.org/en/religious-sacred-heritage/>).

During the Forum, participants had the opportunity of a first-hand pilgrimage experience, through the South Korean Templestay Programme. They spent one night at the Woljeongsa Temple where they participated in Buddhist rituals, enjoyed the food and took walks through the peaceful forest surroundings of the temple. The experience was appreciated by all involved.

Dr de Silva's full paper, *Let the Sites of Buddhism be Living Icons of a Liberated People*, together with the proceedings of the Forum, will shortly be published by ICCROM and CHA. The 2013 Forum marked the first of a series that will take place over the next five years.



## United Nations Steering Committee on Tourism for Development (SCTD) 'Delivering As One for Tourism'

Zoritsa Urosevic

World Tourism Organization, UN Steering Committee on Tourism for Development  
Madrid, Spain

Over recent decades, tourism has experienced continued rapid growth and diversification, becoming one of the fastest-growing sectors of the economy in the world. Tourism is estimated to be responsible for 9 per cent (direct, indirect and induced) of global GDP, to account for 30 per cent of the world's trade in services and to employ one in every eleven people worldwide. However, despite the obviously positive socio-economic impact tourism has on growth and development, there is a significant contrast between the potential of the tourism sector and the fact that tourism is allocated only 0.13 per cent of total Official Development Aid (ODA) and 0.5 per cent of total Aid for Trade funding. Addressing this challenge requires a better understanding of the impact and potential of tourism as a tool for development and a strong advocacy among decision-makers, as tourism should clearly be acknowledged as one of the priorities in development aid. Partnerships for development are key frameworks to deliver in this area.

The United Nations Steering Committee on Tourism for Development (UN-SCTD) is a global partnership for development (Millennium Development Goal 8) committed to strengthening the contribution of international tourism to sustainable development and mainstreaming tourism in the global development agenda. Since November 2013, the Committee, acting under the United Nation's commitment to 'Delivering As One' with UNWTO as its leader, has assembled nine UN agencies and programmes<sup>1</sup>. The SCTD's main objective is to develop an integrated approach to developing countries, building on the complementary competencies of each participating agency, and helping them to secure resources through existing and forthcoming financial mechanisms. By harnessing the strength and expertise of each of its members, by engaging donors in an open debate and,

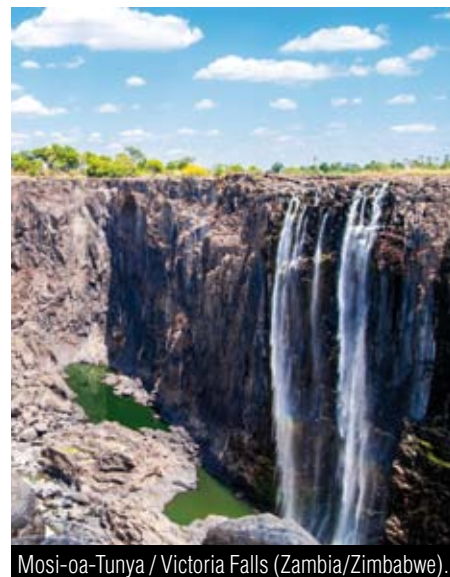
most importantly, by working side by side with country representatives, the SCTD aims to maximize the potential of tourism to lift millions out of poverty and contribute to sustainable development.

As a multidisciplinary sector, tourism touches upon a number of areas and its complexity requires broad collaboration at national and international levels. The jointly prepared Portfolio of Services, *Tourism for Development: Delivering As One*,<sup>2</sup> illustrates the assistance offered by the SCTD members to developing countries. This portfolio gives a concise presentation of over sixty services grouped through five areas of intervention directly aimed at achieving sustainable development in the tourism sector (Tourism Governance and Policies; Trade, Investment Data and Competitiveness; Employment, Decent Work and Capacity Building; Poverty Reduction and Social Inclusion; Sustainability of the Natural and Cultural Environment).

In view of the importance of tourism, the European Commission's Development and Cooperation service commissioned UNWTO to prepare a guidebook, *Sustainable Tourism for Development*,<sup>3</sup> aiming at empowering the EU delegation in 180 countries determined to include tourism in their work. The SCTD has contributed to this work, and the Portfolio of Services has proved to be an inspirational framework for the guidebook.

Through the power of collective action, advocacy work is at the core of the SCTD agenda. A number of events and activities have been organized to enhance the role of the sector in both the aid and development agendas.

In 2012, for RIO+20, SCTD collaborated with UNWTO and the Brazilian Ministry for an official side-event, Tourism for a Sustainable Future. This event involved discussions touching upon a series of recommendations on policies and innovative measures that both developed and developing countries need to implement in order to provide advice on a competitive and sustainable tourism



Mosi-oa-Tunya / Victoria Falls (Zambia/Zimbabwe).

© Meraj Chhaya

sector. Importantly, the Rio+20 Outcome Document, *The Future We Want*, gave recognition to sustainable tourism, which was highlighted as a thematic area and a cross-sectorial issue within the framework for action and follow-up.<sup>4</sup>

At the 4th Global Review of Aid for Trade on Connecting to Value Chains (July 2013, Geneva), a special event on tourism was organized by the World Trade Organization (WTO), UNWTO and SCTD. Members took part in a discussion panel on Tourism Value Chains focusing on the development impact of the tourism sector and on actions that developing countries, their development partners and tourism operators might take to maximize backward linkages (where the growth of an industry leads to the growth of the industries that supply inputs to it) in their economies in order to meet job creation and sustainable development objectives. WTO has identified tourism as one of five key sectors that could contribute significantly to the Aid for Trade agenda. It also launched the joint study on Aid for Trade and Value Chains in Tourism by the WTO, the Organisation for Economic



Co-operation and Development (OECD) and UNWTO, which demonstrates the important catalytic role tourism plays in ensuring the spill-over of benefits into the rest of the economy.

To promote the SCTD's work and highlight possible funding opportunities for tourism to serve Member States, a breakfast event, Mobilizing Resources for Tourism: UNWTO Key Initiatives, was organized jointly by UNWTO and SCTD on the sidelines of the UNWTO 20th General Assembly (August 2013, Victoria Falls, Zambia/Zimbabwe). The Enhanced Integrated Framework (EIF) has been a SCTD partner since 2011, and its delegate was a key speaker at the event attended by representatives from UNWTO, UNESCO and the ILO, representing the SCTD. Discussions touched on the role and work of the SCTD and focused on how the SCTD and existing funding mechanisms, such as the EIF, and the Aid for Trade instrument could, together with UNWTO, prove to be a viable avenue for certain least-developed countries (LDCs) wishing to develop their tourism sector.

Looking to the future, the SCTD is currently delivering greater support to developing countries in preparing joint project proposals for them and for LDCs while organizing mainstream workshops for countries with an integrated approach. Linkages between the creative economy and tourism are at the forefront for the SCTD for 2014 and 2015, and UNESCO and the World Heritage Centre will be key partners in moving towards helping countries to benefit fully from strategic investments in World Heritage sites, which can be considered true laboratories for sustainable tourism development. A number



Rock-Hewn Churches, Lalibela (Ethiopia).

© Achilli Family | Journeys

of countries are requesting assistance in this field. An Ad Hoc Experts Meeting on the Link between Tourism and the Creative Economy was organized by UNCTAD and the SCTD in Geneva (Switzerland) in December 2013, aiming to provide an opportunity for LDCs to discuss their work on tourism and the creative economy and to identify areas of synergy and mutual interest. The countries invited were Cape Verde, Ethiopia and Madagascar, all three of which could benefit from EIF support.

In the wake of over two years of intense collaboration with the EIF in Geneva (pursued within the framework of trade related work with SCTD), a decision was taken by the EIF Board on 17 December 2013<sup>5</sup> to invite UNWTO to join the EIF Board as an observer agency and consequently as an implementing agency. Tourism as trade in services is a priority sector for thirty-six of the forty-seven LDCs. The EIF works towards

a wider goal of promoting economic growth and sustainable development and helping to lift more people out of poverty. UNWTO's presence on the Board, which includes several other agencies of the SCTD, endeavours to move towards systematic fundraising and the EIF has proved to be a great financial instrument in assisting LDCs in the tourism sector. The EIF Secretariat is currently assisting twelve LDCs with project proposals in the field of tourism. The SCTD is a key partner in these efforts to assist LDCs.

The SCTD is committed to continue heightening its catalytic role in helping developing countries to enhance their capacities to achieve a more beneficial participation in the international tourism sector and to be more active players in the global trading system, while ensuring inclusive and sustainable growth of both the tourism sector and local communities.

## Notes

<sup>1</sup> International Labour Organization (ILO), International Trade Center (ITC), United Nations Conference on Trade and Development (UNCTAD), United Nations Development Programme (UNDP), United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Industrial Development Organization (UNIDO), World Trade Organization (WTO) and United Nations Entity for Gender Equality and the Empowerment of Women (UN WOMEN).

<sup>2</sup> <http://dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/sctdportfolio2013.pdf>

<sup>3</sup> <http://dtxq4w60xqpw.cloudfront.net/sites/all/files/docpdf/devcoengfinal.pdf>

<sup>4</sup> Extracted from the Rio+20 Outcome Document, *The Future We Want*: <http://icr.unwto.org/en/content/rio20-future-we-want>.

130. We emphasize that well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities ...

131. We encourage the promotion of investment in sustainable tourism, including eco-tourism and cultural tourism, which may include creating small and medium sized enterprises and facilitating access to finance, including through microcredit initiatives for the poor, indigenous peoples and local communities in areas with high eco-tourism potential ...

<sup>5</sup> <http://media.unwto.org/press-release/2013-12-19/unwto-gains-observer-status-enhanced-integrated-framework-board>





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# News

An advisory mission by ICOMOS from 25 to 30 November 2013 took place at the Historic Quarter of the Seaport City of Valparaíso (Chile) site to evaluate ongoing and planned projects for the port, with particular attention to the developments foreseen by the Puerto Baron project and Prat Dock.

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Historic Quarter of the Seaport City of Valparaíso (Chile).

© Sarah Stieren



## Expert mission to the Philippines

UNESCO dispatched an expert mission to the Philippines from 4 to 11 December 2013, following the massive earthquake and powerful typhoon Haiyan (Yolanda), which successively struck the central region of the country in October and early November. The goal of the mission was to assist the government and people of the Philippines in assessing the impact of the disasters on immovable, movable and intangible heritage, as well as to identify immediate needs and safeguarding measures for their rehabilitation and recovery.

The mission visited affected areas on the islands of Leyte, Samar, Cebu and Bohol, and met with local authorities to assess the extensive damage suffered by numerous religious buildings, museums and their collections. It reported that the

Bohol earthquake severely damaged such important buildings as the Church of Our Lady of the Immaculate Conception, the Santo Niño Parish Church and the Church of San Pedro Apostol, Loboc; while typhoon Yolanda had damaged La Purisima Concepción Church, St Michael the Archangel Church, the Palo Metropolitan Cathedral and other tangible heritage. Emergency measures were identified to stabilize and protect endangered built structures, clear debris using appropriate techniques and rescue and conserve collections.

The mission reported disruption caused by the disasters to important intangible cultural practices as well as industries. The earthquake, which caused the total and partial destruction of churches in Bohol, severely affected social practices because the churches are considered a source of strength and identity. They are also the centre of cultural activities among the faithful, such as the tradition

of fiesta celebrations. The mission noted that assessing the impact of the Bohol earthquake and typhoon Haiyan on intangible cultural heritage was difficult primarily because there is little available documentation on this in the Philippines.

The mission noted the considerable socio-economic impact caused by the damage to the cultural heritage for the local communities, due to the role played by heritage as an economic resource as well as the loss of essential spiritual landmarks. The enlistment of local communities in first aid and restoration was recommended. Specific recommendations also addressed the trauma of affected persons through psycho-social initiatives based on heritage.

Following this initial mission, UNESCO is to work closely with the authorities of the Philippines in collaboration with local communities, NGOs and other partners to develop and implement a comprehensive strategy for the rehabilitation of the affected cultural heritage.



Guiuan Church, Samar (Philippines).

© Ma Joycelyn Bolhayon-Mananghay



## Reactive monitoring missions to Latin America

Following decisions adopted by the World Heritage Committee at its 37th session in Phnom Penh (Cambodia) in June 2013, a series of UNESCO/ICOMOS reactive monitoring and advisory missions took place in October, November and December 2013.

From 10 to 15 December 2013, the Latin American and Caribbean Unit of the World Heritage Centre carried out a reactive monitoring mission to the City of Potosí (Bolivia). The mission assessed the current situation concerning a road under construction to the top of Cerro Rico Mountain, as well as the measures in place to ensure that access is limited to priority emergency works. This mission also evaluated whether the moratorium on all exploration, extraction and any other interventions under and above ground between 4,440 m and 4,700 m in altitude is currently being enforced. The mission has also reviewed the current state of conservation of the Historic Centre. The

second phase of this mission was carried out by an expert from ICOMOS International in January 2014.

From 2 to 6 December 2013, a UNESCO/ICOMOS reactive monitoring mission examined the Churches of Chiloé (Chile) to evaluate the impact of the construction of a shopping mall in the vicinity of Castro Church, a component part of this inscribed serial property, on the skyline of Castro. The mission addressed the definition of a wider setting for all component parts in relation to the Outstanding Universal Value of the property and appropriate protection measures to be taken. The mission also discussed with national and local authorities, as well as with diverse stakeholders, the current protection and management arrangements.

An advisory mission by ICOMOS from 25 to 30 November 2013 took place at the Historic Quarter of the Seaport City of Valparaíso (Chile) site to evaluate ongoing and planned projects for the port, with particular attention to the developments foreseen by the Puerto Baron project and Prat Dock. The mission also looked into planned interventions for touristic facilities and real estate projects.

Another advisory mission was carried out by ICOMOS from 22 to 26 October 2013 in

the City of Quito (Ecuador) to evaluate the current state of conservation of the property, as well as the conservation and management arrangements, including alternatives for the location of metro stations and related infrastructure. The mission has also provided guidance to the State Party in view of the development of the conservation plan.

Finally, a high-level mission with the Deputy Director of the World Heritage Centre and a member of ICOMOS International examined the state of conservation of the Historic District of Panama (Panama) from 25 to 28 November 2013, including recent developments in the framework of the Cinta Costera III Project. The Committee regretted that construction had been launched and noted that the project modified in an irreversible manner the relation between the historic centre and its wider setting. The joint reactive monitoring mission provided guidance to the authorities of Panama on the submission of a significant boundaries modification proposal, as well as on the establishment of buffer zones for the property.

Reports based on the findings of some of these missions will be prepared for submission to the World Heritage Committee's 38th session in Doha (Qatar) in June 2014.



City of Potosí (Bolivia).

© A Sandoval-Ruiz



## Five sites granted 'enhanced protection' status

Two World Heritage sites in Azerbaijan and three in Belgium were given 'enhanced protection' status by the Committee for the Protection of Cultural Property in the Event of Armed Conflict, at its eighth meeting at UNESCO Headquarters, held from 18 to 19 December 2013. The Walled City of Baku with the Shirvanshah's Palace and Maiden Tower and the Gobustan Rock Art Cultural Landscape (both in Azerbaijan), together with the Major Town Houses of the Architect Victor Horta (Brussels), the Neolithic Flint Mines at Spiennes (Mons) and the Plantin-Moretus House-Workshops-Museum (all in Belgium) were granted this status.

Enhanced protection is one of the features of the 1999 Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the

Event of Armed Conflict. The granting of such protection by the Committee to sites in countries that are party to the Second Protocol can be made if the site is of the greatest importance to humanity; if it is protected by adequate domestic legal and administrative measures recognizing its exceptional cultural and historic value and ensuring the highest level of protection; and if the State Party issues a declaration that the property will not be used for military purposes or to shield military sites.

The status goes beyond the regime of general protection and means that states cannot abuse the notion of 'military necessity' and use such a cultural property for military purposes or target it deliberately. It also involves the obligation by States Parties to the Second Protocol to make intentional attacks against sites under enhanced protection a serious violation or to penalize the use of such sites or their immediate surroundings in support of military action. Sixty-five UNESCO Member States are party to the Second Protocol. UNESCO urges states that have not yet become party to this treaty to consider doing so.

## World Heritage marine site managers meet

The World Heritage Centre organized the second global World Heritage Marine Site Managers Conference in Ajaccio (France) from 18 to 20 October 2013. The conference, which brought together for the second time all managers from the forty-six marine sites inscribed on the World Heritage List, shared their management best practices and success stories and explored ways to act as a catalyst for marine conservation worldwide.

The overall purpose of the meeting was to continue building a stronger World Heritage marine site managers community with a network that serves as a prominent driver for ocean conservation globally.

Marine World Heritage sites, often referred to as 'the crown jewels of the oceans', represent one quarter of all protected marine areas in terms of the surface they cover. Half of them are situated in low-income countries. The meeting provided a unique opportunity for site managers from thirty-five countries to share best practices and to help them learn how to raise support among opinion- and decision-makers, as well as donors.

Although each site faces individual challenges, all of them have to confront oceanic issues such as pollution, climate change, habitat destruction, coastal



Neolithic Flint Mines at Spiennes (Mons) (Belgium).

© Donar Reiskoffer



Gulf of Porto: Calanche of Piana, Gulf of Girolata, Scandola Reserve (France).

© Ludovic Sanz



development, overfishing, invasive species and acidification. The meeting considered the fact that each manager has to tailor solutions that take into account biodiversity conservation and preservation and sustainable economic development for local populations.

Russell Reichelt, head of the Great Barrier Reef Marine Park Authority (Australia), gave the conference keynote address. He focused on this dual challenge of conservation and economic development. The Great Barrier Reef is of particular interest both because of its status as the oldest protected marine site and because a comprehensive long-term preservation plan is currently being developed for the site, which could set a new benchmark for marine conservation everywhere.

The conference included a visit to Corsica's Gulf of Porto: Calanche of Piana, Gulf of Girolata, Scandola Reserve (France), a World Heritage site listed for its exceptional geology and biodiversity in 1983.

The meeting had the support of the French Ministry for the Environment (Ministère de l'Écologie, du Développement durable et de l'Énergie), Collectivité Territoriale de Corse, Office de l'Environnement de Corse, French Marine Protected Area Agency, World Wildlife Fund, the governments of Germany and the Netherlands, Resource Media, as well as of ongoing partnerships with the Swiss watch manufacturer Jaeger-LeCoultre, the Government of Flanders and the *International New York Times*.

## Expert meeting on approach to Historic Urban Landscape

An International World Heritage Expert Meeting on the mainstreaming of the methodological approach related to the Recommendation on the Historic Urban Landscape in the *Operational Guidelines* was held in Rio de Janeiro (Brazil) from 3 to 5 September 2013.

The meeting, which brought together forty experts from twenty-one countries, provided a rich debate within the framework of specific decisions of the World Heritage Committee at its 36th and 37th sessions, as well as within the wider framework of the revisions to the *Operational Guidelines*.

The meeting proceeded with in-depth reflection through three thematic working groups, which tackled the questions of revisions to the *Guidelines*, revision to relevant sections of Annex III, and additional guidance required for the nomination, evaluation and management of urban heritage.

The experts first recommended modifying the *Guidelines* to reflect the critical role played by historic cities and their urban heritage and called for new wording to the sections on authenticity, integrity and protection and management. Historic cities, towns and urban areas should in future be nominated as 'sites' rather than as 'groups of buildings', as this category is a more appropriate way of expressing the complexity and diversity found in most urban areas.

The meeting also recommended the consideration of Historic Urban Landscape as an approach and not as a category (or type) of heritage. It called for a change in the name of the existing category (Historic Towns and Town Centres) to become 'Urban Heritage' to better reflect the Historic Urban Landscape approach.

Additional guidance was requested for the nomination, evaluation and management of Urban Heritage, which would include reinforcing a need to move beyond the heritage community to embrace other interested parties.

Finally, an integrated action plan was deemed necessary to manage heritage of all types at local, regional and national levels.



Rio de Janeiro: Carioca Landscapes between the Mountain and the Sea (Brazil).

© José Fernandes Jr.



## International Union for Conservation of Nature enhances its World Heritage Programme

At the invitation of the German Federal Agency for Nature Conservation (BfN), twenty-five participants from more than eighteen European countries gathered from 7 to 11 November 2013 at the International Academy for Nature Conservation on the Isle of Vilm (Germany), at a four-day expert workshop to discuss Enhancing the IUCN World Heritage Programme – Focus Europe. The workshop was jointly organized by the

BfN, the IUCN World Heritage Programme, the IUCN South-Eastern Europe (SEE) Office and the World Commission on Protected Areas (WCPA) Europe. This was the follow-up to a globally focused workshop on the same topic held in February 2013. Participants included representatives of IUCN’s core network of support on World Heritage in Europe, including the SEE Office, WCPA and other IUCN World Commissions, the World Heritage Centre, natural heritage experts from World Heritage Committee delegations, National Focal Points for natural World Heritage as well as site managers.

The aim of the workshop was to strengthen IUCN’s work on the implementation of the World Heritage Convention for the current IUCN Programme period 2013–2016 by extending its expert network, particularly in Europe, to include the WCPA; also to develop a strategic approach for IUCN’s work in the region and with its partner

organizations, UNESCO, ICCROM and ICOMOS.

The participants’ rich exchanges focused specifically on discussing IUCN’s role as an Advisory Body to the World Heritage Committee and its broader mandate towards the conservation of natural World Heritage with a focus on Europe. They took stock of ongoing activities relating to natural World Heritage in Europe and also discussed a strategy for strengthening and extending the IUCN-WCPA network in the European region.

The WCPA Europe’s role in supporting IUCN work on World Heritage was defined with a view to developing a relevant set of actions (including a mid-term work plan) such as upstream processes, gap analyses, capacity-building and awareness-raising. In addition, particular mention was made of the importance of enhancing exchanges and guidance on managing both cultural and natural values in World Heritage sites.



Participants at the International Academy for Nature Conservation, Isle of Vilm (Germany).

© xxx



## France-UNESCO support Indian urban heritage

The France-UNESCO Cooperation Agreement (CFU) extended its support to the 4th biennial Conference of the Indian Heritage Cities Network (IHCN) on the Economics of Living Heritage Cities, held in Pune (Maharashtra, India) from 20 to 22 November 2013 and organized in association with the UNESCO New Delhi Office

The CFU secretariat showed an introductory video at the conference, which presented France's experience in urban heritage preservation and in the Recommendation concerning Historic Urban Landscape. A representative of the French National Association of Artistic and Historic Cities and Regions (ANVPH) presented specific tools used in urban conservation. The city of Toulouse, which was invited to the conference, developed a partnership with the city of Pune.

Since 2006, CFU and the UNESCO New Delhi Office have been working together to support the creation and development of the IHCN Foundation. The activities developed by the foundation highlight the importance of viewing the management of historic cities not simply in terms of the preservation of the past, but also of servicing the needs of local populations.

In 2012 and 2013 the theme of economics in heritage was introduced and gave the opportunity to look at heritage from the point of view of sustainability. The IHCN plans to continue this interaction with economists through a series of technical seminars, which will allow experts to meet face-to-face with representatives of cities interested in elaborating projects. This approach should lead to the completion of an inventory of cultural properties in each of the participating cities. In 2014–2015 IHCN and UNESCO will extend the scope of their activity by proposing training kits, which will enable cities to develop their own Departmental Heritage Performance Reports.



Old Delhi quarter in New Delhi (India).

© Bertrand Limbour 2007



## Over US\$3 million pledged for African World Heritage Fund

On Friday 31 January 2014, UNESCO joined forces with the African Union Commission to raise awareness and funds for the African World Heritage Fund (AWHF) during the African Union (AU) Heads of State luncheon at the AU Headquarters in Addis Ababa (Ethiopia). Participants pledged a total of US\$3,050,000 in support of the AWHF Endowment Fund.

Fifty-four Member States of the African Union were invited to the luncheon, which was hosted by Dr Nkosazana Dlamini Zuma, Chair of the African Union Commission and the first woman to lead this organization. The top table included seven heads of state, five vice-presidents, and sixteen prime ministers, ministers of foreign affairs and ministers of culture.

Mr Engida Getachew, UNESCO's Deputy Director-General, gave a keynote address on behalf of Ms Irina Bokova, Director-General, which highlighted UNESCO's commitment to supporting the AWHF, and stressed that 'the AWHF is vital for mobilizing the full power of Africa's natural and cultural heritage for sustainable development.' He called upon all heads of state to support the work of the AWHF and appealed for contributions to its Endowment Fund.

Over US\$3 million was pledged to the Fund by the governments of Kenya (US\$1.5 million), South Africa (US\$1 million), Algeria (US\$400,000), Chad (US\$100,000), and Namibia (US\$50,000). In addition, Algeria announced the secondment of an Algerian specialist to work for the AWHF, as well as the creation of a UNESCO Category II Centre in Algeria for the safeguarding of Intangible Cultural Heritage. The Prime Minister of Mauritius announced his country's intention to donate to the Endowment Fund in the near future.

Although the Endowment Fund needs US\$25 million in order to render the AWHF independent and fully functional, these



Mr Engida Getachew, UNESCO's Deputy Director-General.

© UNESCO/K. Montell

contributions were indeed a welcome support, and will help to continue the important work the AWHF is carrying out alongside the UNESCO World Heritage Centre, Secretariat of the 1972 World Heritage Convention, to increase the number of African sites on the World Heritage List and the capacities of African Member States to manage and promote their heritage.

During their various addresses, the Chair of the African Union Commission, the Chair of the AWHF, the heads of state and the patron of AWHF and representatives of the private sector, all acknowledged the central role the AWHF plays in safeguarding heritage in Africa. They unanimously thanked UNESCO for supporting the AWHF and expressed their wish for more natural and cultural sites in Africa to be inscribed on the World Heritage List. The potential of tourism from World Heritage sites in Africa and the direct economic benefits they can bring to local communities was also highlighted. Lastly, they called for all African countries to ratify the World Heritage Convention.

Following this important gathering of heads of state, the World Heritage Centre is planning a side event on African World Heritage to be held on 16 June 2014 in

Doha (Qatar) during the 38th session of the Committee. This meeting will provide another opportunity for African States Parties to the World Heritage Convention to learn more about the significant accomplishments and the untapped potential of the African World Heritage Fund to contribute to the promotion and protection of Africa's rich natural and cultural heritage for all humanity.

The African World Heritage Fund, set up in 2006 through a joint initiative by the Government of South Africa, the African Union and UNESCO, is an intergovernmental organization based in South Africa whose mission is to assist African countries to increase the number of African sites on the World Heritage List, conserve and manage natural and cultural heritage, rehabilitate sites on the List of World Heritage in Danger, train heritage experts and site managers, and ensure the participation of local communities in decisions concerning their heritage so that they receive tangible benefits from World Heritage status.

For more information, contact the African World Heritage Fund at [info@awhf.net](mailto:info@awhf.net) or visit the website: <http://awhf.net>



## Total confirms commitment to World Heritage

On 3 February 2014, UNESCO welcomed confirmation from French-based oil and gas corporation Total that it will refrain from prospecting or exploiting oil and gas in natural sites inscribed on the World Heritage List, saying this was an encouraging sign for World Heritage conservation.

In a letter sent in January to UNESCO, Total's Vice President for relations with NGOs and civil society, Alain Castinel, reaffirmed a pledge made by Total in June 2013 concerning the 217 natural sites inscribed on the World Heritage List at that time.

Total's letter follows appeals in 2012 and 2013 by the World Heritage Committee to oil companies with concessions infringing on Virunga National Park (Democratic Republic of the Congo) to steer clear of World Heritage properties. Shell and the International Council on Mining and Metals, which groups the world's twenty-two leading mining companies, have already made commitments to this effect.

'This landmark decision by one of the major oil companies is an encouraging indication of growing awareness in the corporate world of the Outstanding Universal Value of World Heritage properties and the need to preserve them,' said Mechtild Rössler, Deputy Director of UNESCO's World Heritage Centre.

'I trust that the sensitivity demonstrated by Total, Shell and the International Council

on Mining and Metals will gain ground among other economic players who have a responsibility to respect the World Heritage Convention not just today but for future generations as well,' she added. 'I sincerely hope that Total's commitment will be further extended to include World Heritage sites to be designated in the future.'

The World Heritage List currently includes 981 sites in 160 countries. Of these sites, 222 are recognized for their natural values (193 natural sites and 29 mixed properties with both natural and cultural features of Outstanding Universal Value).

UNESCO is committed to continuing the dialogue with the major players in the oil, gas and mining industry to ensure the conservation of natural World Heritage sites.



Virunga National Park (Democratic Republic of the Congo).

© African Parks Foundation/Jose Kalpers



## Reactive Monitoring Mission to Tanzania

A joint World Heritage Centre/ICOMOS reactive monitoring mission was undertaken at the Ruins of Kilwa Kisiwani and Ruins of Songo Mnara World Heritage site in the United Republic of Tanzania from 14 to 18 December 2013.

Located on two adjacent islands just off the Tanzanian coast about 300 km south of Dar es Salaam, the two port cities of Kilwa Kisiwani and Songo Mnara were Swahili trading centres. Their prosperity was based on control of Indian Ocean trade with Arabia, India and China, particularly between the 13th and 16th centuries, when gold and ivory from the hinterland was traded for silver, carnelians, perfumes, Persian faience and Chinese porcelain. In the 16th century, the Portuguese established a fort on Kilwa Kisiwani and the decline of the two cities began.

The property is subject to invasion by vegetation and encroachment by the

sea, and vulnerable to new building developments and agriculture activities that threaten the unexcavated archaeological resources. The significant deterioration and decay of the property, leading to collapse of the historical and archaeological structures for which it was inscribed, resulted in transfer to the List of World Heritage in Danger in 2004.

The joint reactive monitoring mission reviewed progress in updating the management and conservation plan. The format of the current plan was studied, and suggestions for updating were made by the team. They also reviewed the proposed land use plan, including the adequacy of provisions to address the issue of cultivation encroaching on the monuments, as well as the potential for land conflicts.

Close relationships have been developed with stakeholders at the site and the communities on Kilwa Kisiwani and Songo Mnara understand the heritage value and already consider themselves guardians of the ruins. It was noted that they are also interested in developing entrepreneurship opportunities to benefit directly from any increased visitor numbers once the main road from Dar es Salaam is completed in spring 2014. The team also found that

the needs of the property have been clearly communicated to the appropriate authorities.

Significant progress has been made in rehabilitation and conservation and conservation interventions at the site were of very high quality, using traditional techniques and materials. Both women and youth from the local communities were hired and trained in conservation work, thus providing a new generation of conservation experts who could carry out maintenance and conservation at other Swahili cultural sites along the coasts of Tanzania and Kenya as well as at Kilwa Kisiwani and Songo Mnara.

The monitoring mission also evaluated the impact of sea wave erosion factors affecting the property and noted that current protection measures included the plan to plant mangroves near the Gereza (prison) and Malindi mosque.

Finally, the team reviewed progress in the implementation of corrective measures to achieve the desired state of conservation for the removal of the property from the Danger List. A technical report will be submitted to the World Heritage Committee for review at its 38th session in Doha (Qatar) in 2014.



Ruins of Kilwa Kisiwani and Ruins of Songo Mnara (United Republic of Tanzania).

© Ron von Ders



## Trends of World Heritage in Danger

Analysis of the data available in the recently launched information system on the state of conservation of World Heritage properties (SOC reports – <http://whc.unesco.org/en/soc>) shows how the List of World Heritage in Danger has developed since the first inscription of a property in 1979. Established by the 1972 World Heritage Convention, the Danger List was designed to inform the international community of conditions that threaten the very characteristics for which a property was inscribed on the World Heritage List, and to encourage global support and corrective action.

According to the analysis, over the past 35 years a total of 64 properties, located in 47 countries, has been inscribed on this List, with 56 per cent of the inscribed properties concerning cultural sites, 2 per cent mixed properties and 42 per cent natural properties.

The distribution of properties on the Danger List reveals a large number in Africa (20) and in the Arab States (9).

In order to keep the World Heritage Committee informed about the threats affecting the Outstanding Universal Value of the properties on the Danger List, 559 SOC reports have been produced to date by the Secretariat and the Advisory Bodies. Reports on sites in danger are presented to the Committee every year and are a crucial source of information about the specific threats which have a negative impact on the properties.

The threats most often mentioned are related to management and institutional factors. More specifically, these threats concern the lack of management plans or poor implementation. Other threats high on the list include problems of human or financial resources or an inadequate legal framework. The development of housing and ground transport infrastructure is another important source of concern.

The data available reveal considerable variations between negative impacts on cultural and on natural sites. Each of the seven most common threats to natural properties (such as civil unrest or war, the lack of a management plan or system, the lack of resources or illegal activities) affects more than 50 per cent of the properties concerned. Only the lack of a management plan or system affects more than 50 per

cent of cultural properties. These results seem to suggest that natural properties on the Danger List are more sensitive than cultural ones to the cumulative impact of several factors.

For the past forty years, UNESCO has undertaken numerous activities to address threats to endangered World Heritage properties. Immediate assistance from the World Heritage Fund is however insufficient to save these sites. UNESCO needs to join forces with the international community and the private sector to be able to respond efficiently. With this aim the UNESCO World Heritage Centre is currently designing an ambitious strategy to initiate multi-stakeholder partnerships to boost the actions taken on the ground for the protection of World Heritage properties in danger.

The threefold objectives of this Comprehensive Partnership Strategy are:

- to support the development of focused emergency action plans on the ground;
- to mobilize international assistance by reinforcing communication;
- to sustain development actions in and around World Heritage sites.

The strategy, initiated in early 2014, is expected to continue over a period of three years.



Eastern Lowland gorilla in Kahuzi-Biega National Park, one of the five sites of the Democratic Republic of the Congo on the Danger List.

© Joe McKenna



## Jaeger-LeCoultre aids Cocos Island National Park

The Swiss watch manufacturer Jaeger-LeCoultre has donated 30,000 euros for the preservation of Cocos Island National Park. In the context of its ongoing partnership with the World Heritage Centre, the manufacturer developed a watch reflecting the special value of Cocos Islands. Part of the sales profit was donated to the site to strengthen its preservation.

This World Heritage marine site is located 550 km off the Pacific coast of Costa Rica and is the only island in the tropical eastern Pacific with a tropical rainforest. The donation will be used to strengthen the monitoring of the Cocos Islands against illegal fishing, which is now threatening its exceptional value. Fernando Quiros Brenes, manager of the World Heritage site, received the donation at a ceremony at the Jaeger-LeCoultre Tiempo Global retail shop in San José (Costa Rica), on 27 November 2013. The special event was attended by some 200 guests.

Cocos Island's position as the first point of contact with the northern equatorial counter-current, and the myriad

interactions between the island and the surrounding marine ecosystem, make the area an ideal laboratory for the study of biological processes. The underwater world of the national park has become famous due to the attraction it holds for divers, who rate it as one of the best places in the world to view large pelagic species such as shark, ray, tuna and dolphin. The site was inscribed on the World Heritage List in 1997.

Jaeger-LeCoultre and the *International New York Times* have been associated with the World Heritage Centre since 2008 through the innovative Tides of Time partnership. The agreement delivers both financial support to the World Heritage Centre's Marine Programme and a multi-year international media campaign through which specific conservation needs of World Heritage marine sites are highlighted. The overall goal of the Tides of Time partnership is to help defend and protect World Heritage marine sites of Outstanding Universal Value that require intervention to ensure future generations can continue to enjoy them. This donation comes in addition to various previous donations to sites in Brazil, the Philippines and Colombia, which are used to improve the sites' monitoring capacity in an effort to counter illegal extractive uses, mostly from fishing.



Cocos Island National Park (Costa Rica).

© Mario Santana

## Giving youths media skills

In the framework of the World Heritage Education Programme, a pilot activity World Heritage Media/Communication Training Workshop: Passing the Culture Message was held from 8 to 13 December 2013 in Weimar (Germany). This aimed to promote the capacity-building of young people and their organizations through providing media skills that they can apply to their World Heritage activities as well as to bolster networks among young people involved in heritage preservation and outreach.

The workshop was organized by the World Heritage Centre and hosted by Offene Häuser, in collaboration with the UNESCO Communication and Information Sector, Division of Freedom of Expression and Media Development and with the support of Klassik Stiftung Weimar, the Federal Foreign Office of Germany and Panasonic.

The event gathered twenty-eight participants from European youth



Participants at the World Heritage Media/Communication training workshop, Weimar (Germany).

© UNESCO/Gina Doubleday



volunteer NGOs and schools who have had involvement in either the World Heritage Volunteers initiative or youth fora or were planning to participate in World Heritage Education Programme activities. The training workshop included five sessions integrating theoretical inputs and group activities as well as visits to the Classical Weimar World Heritage site guided by Klassik Stiftung Weimar experts/specialists. Participants edited five short videos which were shot at four areas of the site.

The making, presentation and discussion of these videos provided a platform of exchange and networking and a space for participants to acquaint themselves with each other's culture. The event helped to improve understanding and knowledge of media and communication tools. The youths honed their skills in photography and video editing. Apart from a few technical challenges, the groups adjusted to cultural and age differences and were able to achieve consensus on the scripting and finalizing of their videos.

The course outline is to be put online. Plans are under way for the possible organization of a similar activity in another region.

## Ecology leads to Paris trip

Sponsored by Panasonic and the World Heritage Centre, on 5 December 2013 twenty-eight children from eleven countries received a free trip to Paris and a visit to UNESCO as winners of the Eco Picture Diary contest.

300,000 children from forty-seven countries and regions took part in the contest, which requires them to keep a text and picture diary illustrating their contribution to the preservation of the environment and World Heritage sites. The laureate of this year's Panasonic Eco

Picture Diary award was Adam Riba from Hungary.

This international award ceremony is the third organized by Panasonic within the framework of the longstanding partnership between Panasonic and the World Heritage Centre.

Also, finalists of the ongoing Panasonic-sponsored global video contest, 'Kid Witness News', received their awards for the first time at an international ceremony at UNESCO Headquarters. This contest aims at boosting creativity and communication skills and fostering teamwork through video production by children at the elementary and secondary-school levels.



Winners of Panasonic Eco Picture Diary award at Versailles (France).

© Gloria Euyoque



## Towards a Communication Strategy for African World Heritage

In view of developing a World Heritage Communication Strategy for UNESCO African field offices, the World Heritage Centre and the UNESCO Dar es Salaam Office organized a workshop from 12 to 13 December 2013 in Dar es Salaam (United Republic of Tanzania).

The workshop brought together seventeen culture specialists and two culture heads from fifteen UNESCO Africa field offices, as well as representatives of the International Council on Monuments and Sites (ICOMOS) and the International Union for Conservation of Nature (IUCN). It also benefited from the contributions of

six delegates from Tanzania, responsible for World Heritage on the mainland and on Zanzibar.

The two-day seminar highlighted the great challenges facing African States Parties in finding ways to sustainably reconcile the protection and conservation of heritage with demographic pressures, political changes and the right to development. It further emphasized challenges in mitigating pressures of armed conflict, natural disaster and corruption.

Participants highlighted the great potential for culture in development through the active involvement of local communities and the integration of traditional knowledge systems, skills and practices in heritage conservation.

The group recognized that communication methods have not been effective for the implementation of the World Heritage Convention, particularly when communicating World Heritage to non-conservation stakeholders.

When large-scale investment, infrastructure and extractive use of natural resources are at hand, it was recognized that communication with the private sector, investors and development partners becomes equally crucial to ensure heritage-sensitive, sustainable solutions.

Serious shortcomings were also identified when communicating with communities living in and around protected sites, notably indigenous groups and traditional owners of World Heritage properties.

The two-day workshop, initiated by the directors of UNESCO's African field offices and financed by the Netherlands Fund in Trust to UNESCO, resulted in a draft strategy that includes supporting arguments and talking points to assist UNESCO culture specialists in Africa in communicating the benefits of World Heritage status, and the possibility of reconciling culture and development so they can be mutually beneficial.



Stone Town of Zanzibar (United Republic of Tanzania).

© Kyle Taylor



## UNWTO and UNESCO join hands for sustainable tourism

The United Nations World Tourism Organization (UNWTO) and UNESCO have forged a new cooperation agreement, consolidating efforts on sustainable tourism and the protection of natural and cultural heritage.

Under the Memorandum of Understanding (MoU), signed on 26 November 2013 by UNWTO Secretary-General Taleb Rifai and UNESCO Director-General Irina Bokova, on the margins of the UN Chief Executives Board Meeting, UNWTO and UNESCO will work together on national, regional and global initiatives in the areas of sustainable tourism and the safeguarding of natural and cultural heritage.

The UNESCO World Heritage and Sustainable Tourism Programme will be implemented along with the development of transnational tourism initiatives to promote and protect the shared heritage of the Silk Roads Heritage Corridors.

A network of sustainable tourism initiatives and activities in Biosphere Reserves are to be identified and developed. Sustainable tourism is also to be promoted through UN partnerships and initiatives, such as the Steering Committee on Tourism for Development (SCTD) and the Global Partnership for Sustainable Tourism (GPST).

Ms Bokova thanked her UNWTO counterpart, Mr Rifai, for his commitment to further cooperation between the two agencies. In expressing her gratitude for the reinforced cooperation, Ms Bokova said that she 'looked forward to furthering this partnership on the basis of shared values and common objectives'.

The MoU is the third agreement between UNESCO and UNWTO since 1979.

## Panasonic donates solar lanterns to Cambodia

On 3 December 2013 Panasonic donated 2,500 solar lanterns to nine social institutions in Cambodia, including the UNESCO Office in Phnom Penh. Lanterns donated to UNESCO have in turn been given to the Authority for the Protection and Management of Angkor and the Region of Siem Reap for distribution to villagers in the Angkor area.

Developed to address problems of unstable electricity supply, during the day the Panasonic solar lantern can store renewable energy and doubles as a light and power source at night, with the added capability of charging small mobile devices, such as mobile phones, via an USB port.

Donations are part of Panasonic's global project whose goal is to donate a total of 100,000 solar lanterns to non-electrified areas in Asia and Africa regions by 2018, including a number of World Heritage sites.

The solar lantern donation to the UNESCO Office reflects the continuing strategic partnership between UNESCO and Panasonic, specifically in the utilization of technology to contribute to society.



Historic Centre of Bukhara (Uzbekistan).

© Arian Zweegers



Angkor Thom (Cambodia).

© Travis



# The Case of the Lost World Heritage, 11th episode

A series of World Heritage comic strips featuring Rattus Holmes and Dr Felis Watson, the famous pet detectives of Sherlock Holmes and Dr Watson, will soon be published. The sleuths save the World Heritage sites from evil Moriarty, who plans to steal them for an interplanetary theme park. They are part of a series co-published by UNESCO and Edge Group, UK, which includes other adventures of Holmes and Watson in *Rattus Holmes in the Case of the Spoilports* (about doping in sports) and *Rattus Holmes and the Case of the World Water Crisis*. It will also be available on the World Heritage Centre website <http://whc.unesco.org>. For more information about Edge Group and their work, write to [edgesword@yahoo.com](mailto:edgesword@yahoo.com).

The story continues in the next issue of *World Heritage*...





## HERITAGE AND SUSTAINABLE ASSETS OF NICARAGUA

Nicaragua, centre of America with its wealth of tourism and biodiversity, brimming with contrasts and flavour, loaded with footprints of history, where there is a legacy of major events that changed the course of our country and the customs of our native inhabitants. Today it has magnificent sites whose appearance is a blend of history and culture embracing natural and present life.



León Cathedral

### León Cathedral

Standing in the central square of one of the oldest cities colonized by the Spanish is the August and Royal Basilica Cathedral of the Assumption of the Blessed Virgin Mary, built between 1747 and 1825, listed as World Heritage for its artistic, cultural and historical value. The vault of the Sanctuary presents rich ornamentation and houses major works of art and is characterized by the sobriety of its interior decoration and abundance of natural light. According to UNESCO, it “expresses the transition from Baroque to Neoclassical architecture and its style can be considered to be eclectic”.



Ruins of León Viejo

### Ruins of León Viejo

UNESCO listed the ruins for their Outstanding Universal Value. They are 30 km from the department of León. The Ruins of León Viejo were discovered on 26 April 1967, and are one of the oldest Spanish colonial settlements in America. The site provides evidence of economic and social structures of the Spanish Empire in the 16th century. Remains of the Governor's Palace have been found recently.



Garifuna

### Garifuna culture

The Garifuna community has inhabited the Pearl Lagoon Basin, Orinoco and south of the Caribbean Coast of Nicaragua since 1832. Their culture was listed by UNESCO as Intangible Cultural Heritage of Humanity in June 2010 for its outstanding value in artistic, historic and anthropological terms, and its significance for the cultural identity of these communities. Traditions are still essential in the lives of the Garifuna, and the elders are responsible for maintaining ceremonies, feasts and oral traditions.

### A master comedy

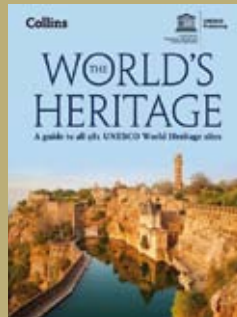
Performed during the feast of Saint Sebastian, Patron Saint of the city of Diriamba, in the department of Carzo, El Güegüense is a blend of theatre, dance and music. Proclaimed a Masterpiece of Oral and Intangible Heritage of Humanity in 2005, it is a playful expression of protest against colonial domination, a satirical drama and a master comedy.



Güegüense







## Preparing World Heritage Nominations (Arabic and Portuguese versions) Resource Manual

Originally published in English and French in 2011, this Resource Manual presents the basic principles which should underpin all good nominations to ensure that the most appropriate properties are nominated, that they are represented as effectively as possible within nominations, and that the nomination process itself contributes to the protection, conservation and effective management of natural and cultural heritage. The publication of the Portuguese version was coordinated by the UNESCO Office in Brasilia thanks to the financial support of IPHAN–Instituto do Patrimônio Histórico e Artístico Nacional (Brazil) and the Regional Heritage Management Training Center Lucio Costa (Brazil) Category 2 Centre under the auspices of UNESCO. The Arabic version was financially supported by the Arab Regional Centre for World Heritage, ARC-WH (Bahrain), a Category 2 Centre under the auspices of UNESCO.

**Benefits Beyond Borders published in Korean**  
 Edited by Amarewar Galla  
 Original English co-published by UNESCO Publishing/  
 Cambridge University Press  
 Available in English, French at:  
<http://www.publishing.unesco.org>  
 Korean version: [webmaster@unesco.or.kr](mailto:webmaster@unesco.or.kr)

Published on the 40th anniversary of the World Heritage Convention, this thematic collection of case studies provides a thorough understanding of World Heritage sites and their Outstanding Universal Value in the context of sustainable development. It is now available in a Korean version. The case studies describe twenty-six thematically, typologically and regionally diverse World Heritage sites illustrating their benefits to local communities and ecosystems and sharing the lessons learned with the diverse range of stakeholders involved. The Korean version was produced with the support of the Korean National Commission for UNESCO.

## Interculturalism and multiculturalism: similarities and differences

Edited by Martyn Barrett  
 Council of Europe Publishing  
 English only  
<http://book.coe.int>

This book examines the relationship between two policy approaches for managing the cultural diversity of contemporary societies: interculturalism and multiculturalism. The relationship between these two approaches has been a matter of intense debate in recent years. Some commentators argue that they represent two very different approaches, while others argue that interculturalism merely re-emphasizes some of the core elements of present-day multiculturalism. The debate arises, in part, because multiculturalism can take a variety of different forms, which makes it difficult to identify its key features in order to compare it with interculturalism. This book aims to clarify the two concepts and to bring the various arguments together in a way that will assist politicians, policy-makers, practitioners and other interested parties to understand the concerns driving the different orientations.

**The World's Heritage**  
 3rd edition  
 UNESCO Publishing/Collins  
 English  
<http://www.publishing.unesco.org>  
 App: <http://itunes.apple.com>

The third edition of *The World's Heritage*, published by UNESCO Publishing and Collins, is now available. This volume includes all sites on the UNESCO World Heritage List, including those inscribed in 2013. As well as beautiful photographs, key commentary and information for each site, Collins' mapping allows readers to easily place and imagine each location around the world. The 981 entries now come from 160 countries and from every continent, and the beauty and diversity of these sites is reflected in over 650 specially selected photographs. This edition of *The World's Heritage* is also available as an app: the perfect on-the-go reference resource.

## First International Conference on Best Practices in World Heritage: Archaeology / Edited by Alicia Castillo Mena

JAS Arqueología S.L.U.  
 English and Spanish  
<http://www.jasarqueologia.es/>

These proceedings document the first international conference on best practices at archaeological World Heritage sites, held in Mahon (Minorca, Spain) from 9 to 13 April 2012. The conference brought together professionals in World Heritage management with scientific and technical experts in the field of archaeology. The volume covers topics such as preventive archaeology and World Heritage, maintaining authenticity in architecture, social action and modern conflicts, land planning, recording and information systems, and many other aspects of World Heritage site management.

## World Heritage Capacity Building Newsletter

From the Capacity Building for World Heritage programme, a joint ICCROM and IUCN venture in consultation with ICOMOS  
 Published annually  
 English, French and Spanish

The aim of this newsletter is to be a shared space and reference for those working on capacity building for World Heritage. The rich and diverse contributions received from all partners, as in this issue, is what makes this possible. The newsletter reports on capacity-building workshops and contributions from Category 2 Centres, showcasing some of their own activities. They report on a variety of capacity-building activities, ranging from workshops and community outreach to regional pilot projects. Other contributions show how, through a variety of initiatives, capacity building is growing throughout the World Heritage system and in different regions. There are also news reports on initiatives by other partners.

[http://www.iucn.org/about/work/programmes/wcpa\\_worldheritage/our\\_work/capacity\\_building/](http://www.iucn.org/about/work/programmes/wcpa_worldheritage/our_work/capacity_building/)

## Italian Historical Rural Landscapes: Cultural Values for the Environment and Rural Development

Edited by Mauro Agnoletti  
 Springer Science and Business Media  
 English only  
<http://www.springer.com>

Over the last few decades, sustainable development and rural development policies have pursued strategies where farming has often been regarded as a factor disturbing or deteriorating the ecosystem. But this research work – a preliminary study conducted in view of the compilation of a national register of historical rural landscapes and traditional practices – presents over a hundred case studies where the historical relationships between the human being and nature have generated cultural, environmental, social and economic values. Fourteen universities and some eighty researchers participated in the project over three years. The results show that it is not only the economic face of globalization that is negatively affecting the landscape, but also inappropriate environmental policies denying the importance of cultural values. This research supports new approaches such as the UNESCO-CBD joint programme on biocultural diversity, the FAO Globally Important Agricultural Heritage Systems project and several projects promoted by the International Union of Forest Research Organizations.





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### ***Using Natural and Cultural Heritage in Sustainable Development – Synergy for Development.***

Bergen, Norway.  
Information: [www.uib.no](http://www.uib.no)

## 23 to 25 April

### ***Meeting for the elaboration of the Regional Action Plan for World Heritage sites in Latin American Countries.***

Brasilia, Brazil.  
Information: [c.moreno-triana@unesco.org](mailto:c.moreno-triana@unesco.org)

## 5 to 9 May

### ***PRECOMOS Preventive and Planned Conservation Conference 2014.***

Monza and Mantua, Italy.  
Information: [rlicc@asro.kuleuven.be](mailto:rlicc@asro.kuleuven.be)

## 12 to 22 May

### ***Entrepreneurship training at African World Heritage sites (in French).***

Saloum Delta, Senegal.  
Information: <http://www.awhf.net/>

## 19 to 30 May

### ***Entrepreneurship training at African World Heritage sites (in English).***

Cape Coast Castle, Ghana.  
Information: <http://www.awhf.net/>

## 4 to 15 June

### ***Qatar World Heritage Youth Forum in conjunction with the 38th session of the World Heritage Committee.***

Doha, Qatar.  
Information: [c.quin@unesco.org](mailto:c.quin@unesco.org)

## 15 to 25 June

### ***38th session of the World Heritage Committee.***

Doha, Qatar.  
Information: [r.veillon@unesco.org](mailto:r.veillon@unesco.org)

## 16 June

### ***Meeting on an Action Plan for World Heritage in Africa.***

Doha, Qatar.  
Information: [k.monteil@unesco.org](mailto:k.monteil@unesco.org)



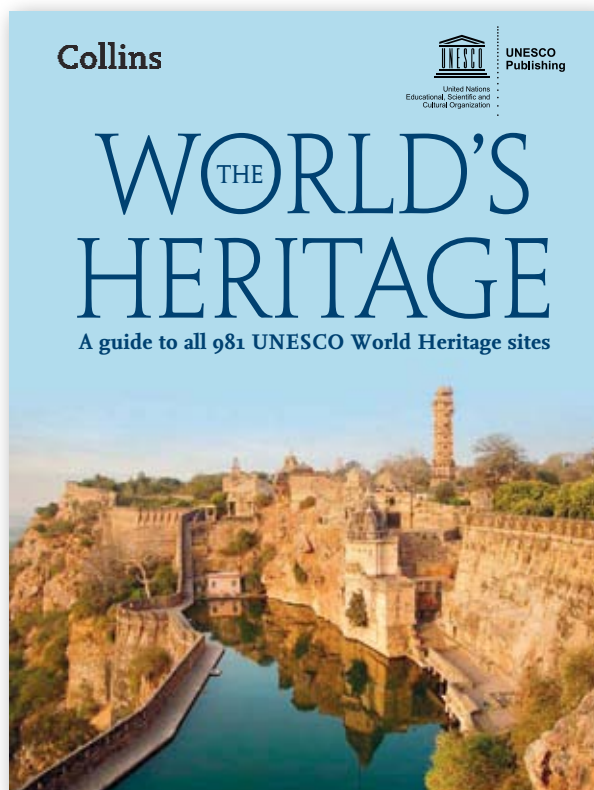


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Mycenaean civilization that flourished in Greece between 1600-1100 B.C. Mycenae, the rich and powerful kingdom of mythical Agamemnon, inspired Homer to compose his famous epic poems Iliad and Odyssey.

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Co-financed by Greece and the European Union  
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Al Zubarah Archaeological Site (Qatar).

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### Special Issue In Focus: World Heritage in Qatar

The 38th session of the World Heritage Committee will be held from 15 to 25 June 2014 in Doha (Qatar). This issue will be dedicated to the country's heritage: Al Zubarah Archaeological Site, inscribed on the World Heritage List in 2013, flourished as a pearling and trading centre in the late 18th and early 19th centuries, and offers outstanding testimony to an urban trading and pearl-diving tradition. The rock carvings of Qatar, the Old Palace in Doha, and Khor Al-Adaid Nature Reserve will also be presented.

A message from UNESCO Director-General Irina Bokova and an interview with H.E. Sheika Al Mayassa Bint Hamad Al-Thani, Chair of Qatar Museums Authority and Chair of the World Heritage Committee, will be featured. 



Khor Al-Adaid Nature Reserve (Qatar).

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