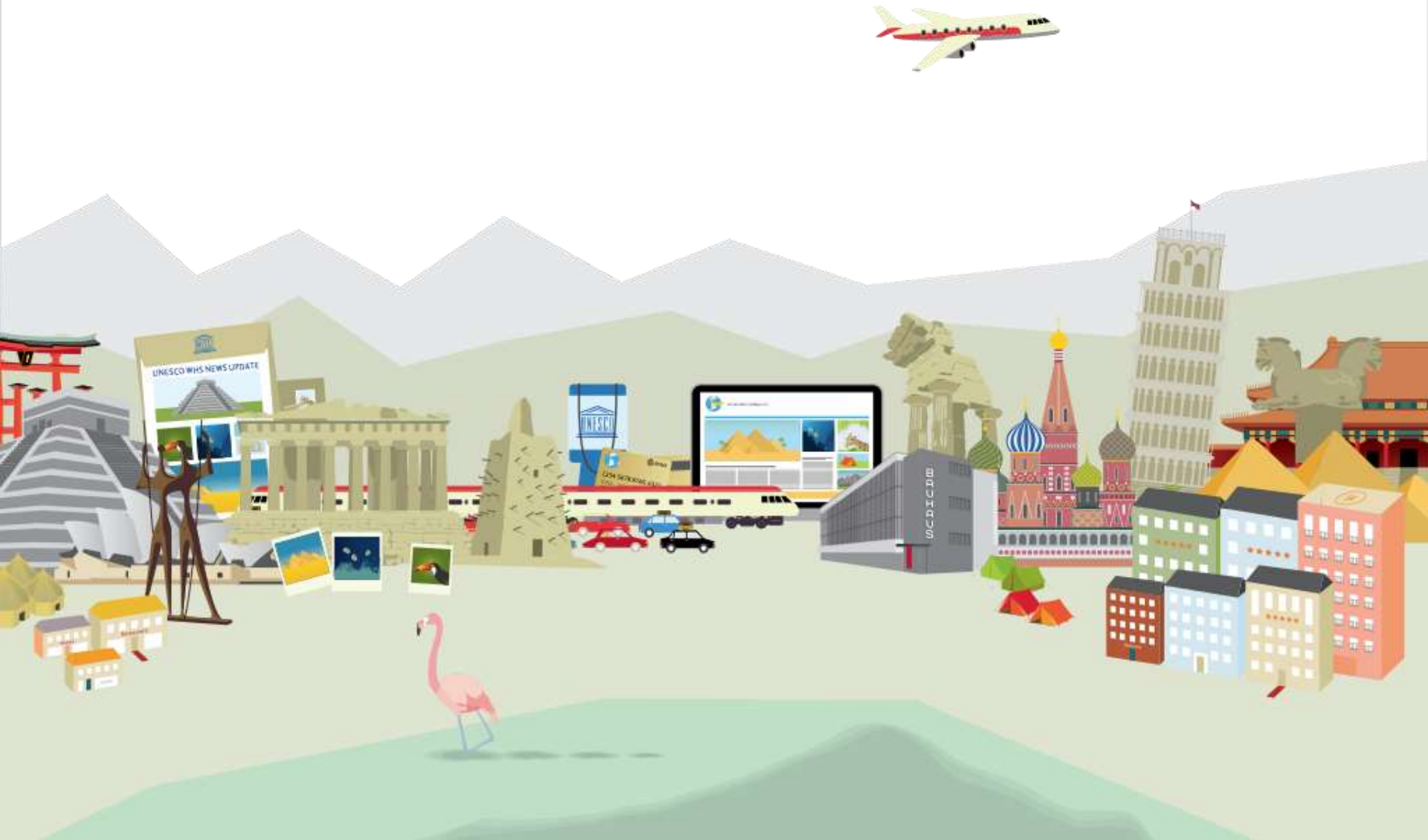


# World Heritage and Sustainable Tourism



# UNESCO Guiding Principles...

Starting Point - Preserve and protect heritage assets

Respect socio-cultural identity of host communities

Ensure sustainable, long-term development with benefits fairly distributed



# Simple recipe...

- 1. Honest assessment of product**
- 2. Protection of the outstanding universal values**
- 3. Investment in appropriate and sustainable infrastructure that does not have a negative impact on OUV**
- 4. Investment in storytelling/experiences**
- 5. Bringing things together through story**
- 6. Endorsement of story – global**
- 7. Empower people/businesses**
- 8. Keep doing it again and again**

# The key idea...

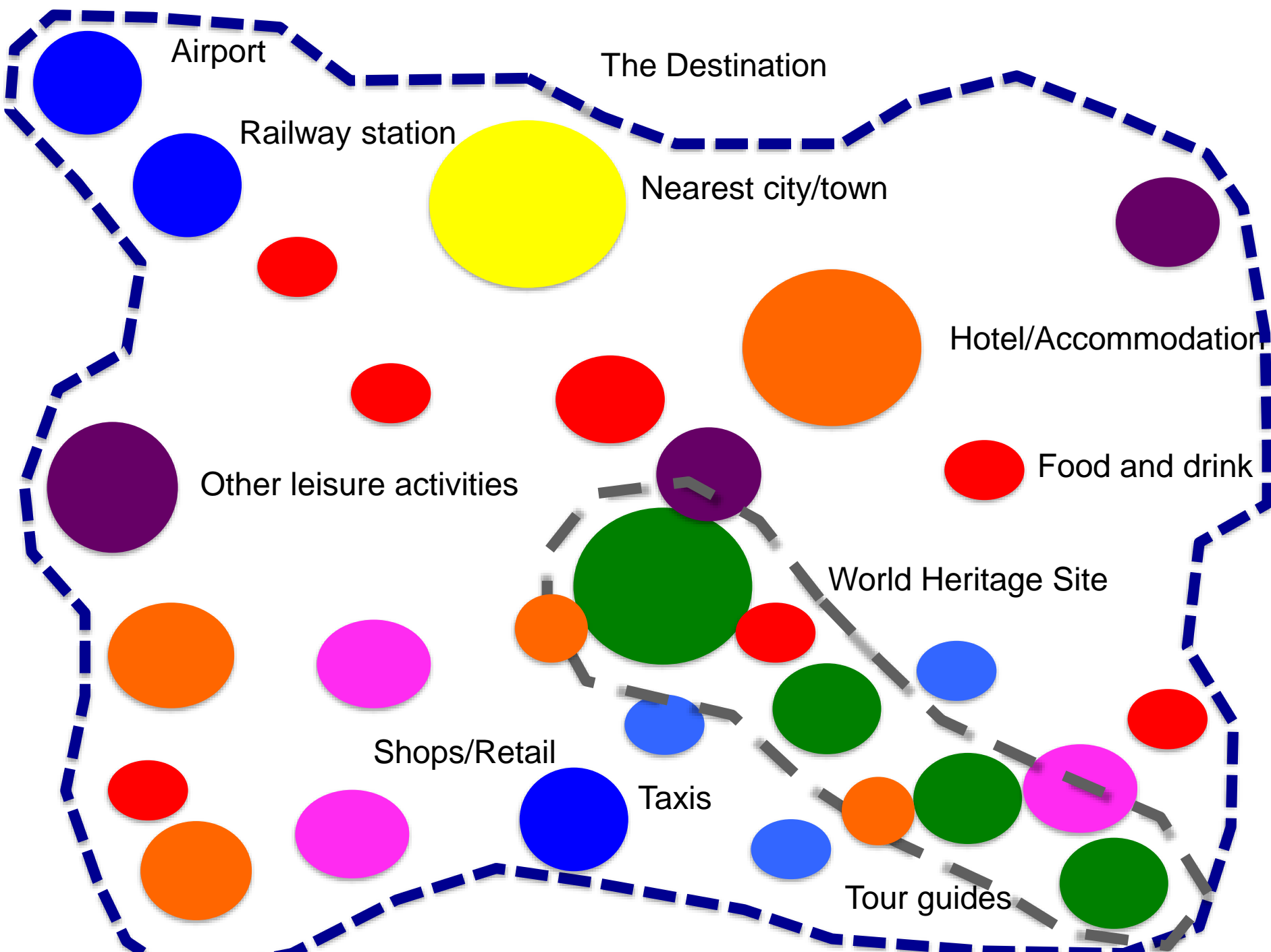
**You can shape the tourism  
that affects you in the  
future – make it what you  
want and need it to be**

# A Destination Management Approach

We want to move from thinking solely about managing 'sites' to taking a bigger view...

...To managing the 'destination'

What is your destination?



# Why work at the destination level?

- Understanding tourism
- Securing benefit for communities
- Adding value to product/experience
- Strategic investment in infrastructure
- Communicating with visitors
- Managing visitor movements
- Fundraising from visitors
- Monitoring risks and challenges

**This is hard work – but necessary**

# Managing a site is complicated – this requires new ways of working...

1. Engage with all stakeholders
2. Promote a collective responsibility for changing things
3. Create effective governance and management models
4. Develop shared values and responsibilities

## But...

It opens up amazing new opportunities to add value – to be bigger than the sum of your parts



## Welcome to the UNESCO World Heritage Sustainable Tourism Toolkit

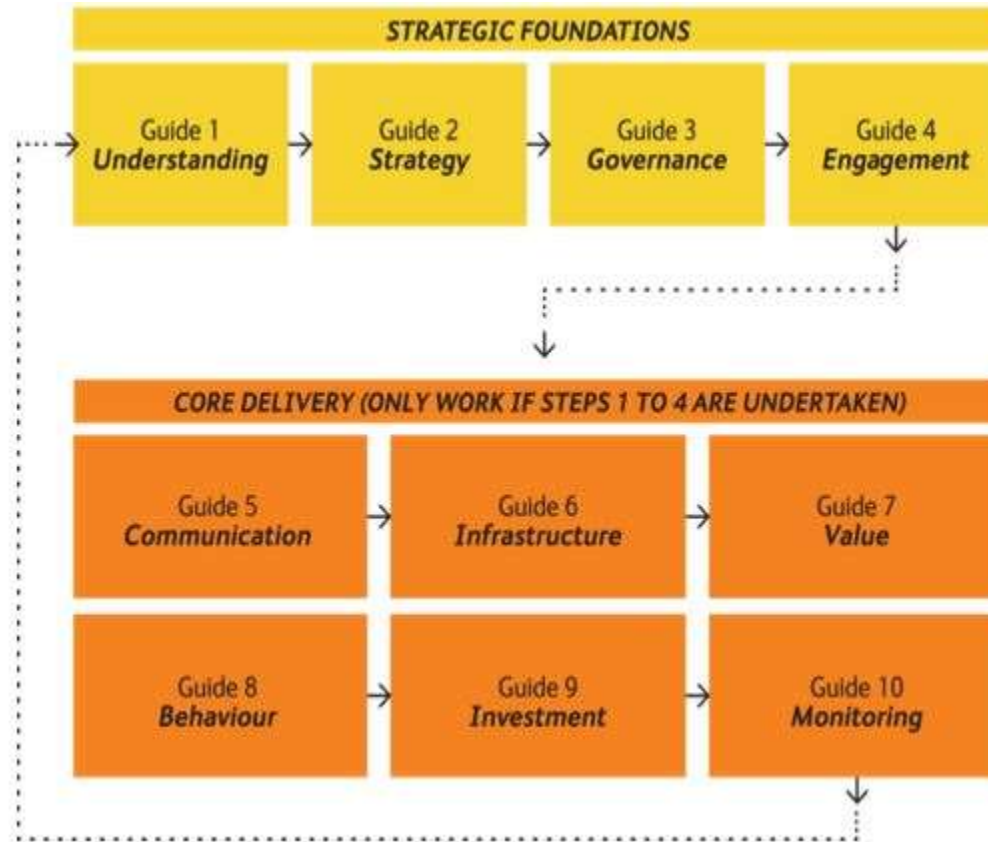
Sustainable planning and management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention today and is the focus of the UNESCO World Heritage and Sustainable Tourism Programme.

These 'How To' guides for World Heritage Site managers and other key stakeholders will enable a growing number of World Heritage Site communities to make positive changes to the way they proactively manage tourism.


How to use this toolkit →



# UNESCO World Heritage Sustainable Tourism Toolkit



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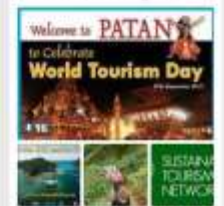
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# Sustainable Tourism in the Wadden Sea World Heritage Destination

# Thank you

