



Culture: Key to Sustainable Development

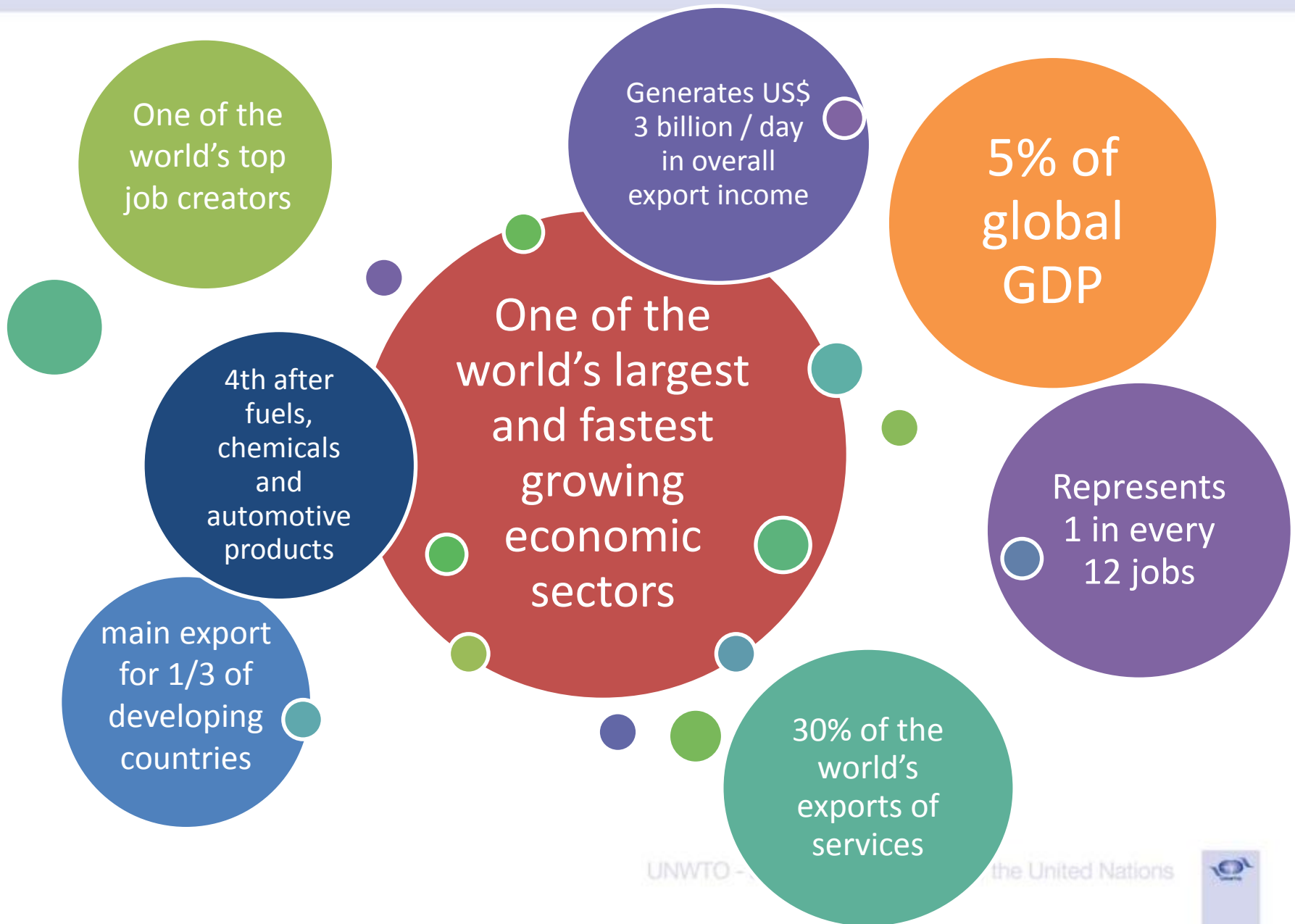
Hangzhou International Congress

- **Session 2A:**
Cultural Approaches to *addressing Poverty*
- **Panel Discussion:**
How does culture contribute to sustainable economic growth and jobs creation?

14-17 May 2013 Hangzhou, China



Tourism



Tourism

- Global phenomenon, of greater importance now than ever before.
- In **2012** alone a landmark **one billion travellers** crossed international borders.
- Never before have so many been exposed to such a **variety of** different **cultures, religions and lifestyles** as they are today.
- By **2030**, the number of international tourist arrivals is anticipated to reach **1.8 billion**.

ON
13 DECEMBER 2012
THE ONE-BILLIONTH
TOURIST
HAS ARRIVED



One billion small actions, one very big impact

The actions we take as tourists have consequences.

Imagine the difference we could make by multiplying the right actions by one billion



Cultural Tourism

Creates new socio-economic opportunities through sustainable and responsible forms of tourism development, locally, regionally and nationally.

2 broad goals in relation to cultural tourism:



1. Ensure that cultural tourism development is responsible, inclusive and sustainable and that it contributes to the socio-economic development of host communities and improves their well-being.



2. Ensure that tourism contributes to the enrichment and safeguarding of the cultural identity of the destination by promoting cross cultural exchanges between visitors and the host community.

Cultural Tourism

Implementation of these 2 goals:

Practical actions achieved through the development of close and effective partnerships between the public and private sectors, while involving the host community, such as:

Promoting respect for, and commitment to the core cultural and ethical values of host communities in the development of tourism programmes based on their tangible and intangible cultural heritage assets while strengthening inter-cultural exchanges with visitors and quality of life of the host community

Empowering host communities in the protection, conservation, authentic presentation and contemporary expression of their distinctive tangible and intangible cultural heritage in the context of tourism, through increased awareness, sense of pride and ownership.



Cultural Tourism



Seeking a more sustainable model for the development of diverse cultural tourism products, one which assesses vulnerability and limitations;



Exploring new and innovative approaches to the management of tourism flows in heritage sites taking into account the integrity of the sites and an effective communication of its values, and engaging the whole tourism supply chain.

Global Code of Ethics for Tourism



Global Code of Ethics
 for Tourism

For Responsible Tourism

Endorsed by the General Assembly

Promotes cultural diversity and
advocates for cultural tourism as
an essential component of
sustainability



UNESCO World Heritage and Sustainable Tourism Programme

- UNWTO: member of the **Steering Committee**
- Adopted by the **World Heritage Committee** in 2012, to ensure that World Heritage Sites and their surrounding localities are responsibly managed in the context of tourism, enabling the preservation of the Outstanding Universal Value, safeguarding of humanity's heritage, as well as the development of responsible and sustainable tourism.



UNWTO events on Heritage and Tourism - 2013

Seminar on Tourism at World Heritage Sites: Challenges and Opportunities

- Çeşme (Izmir), Turkey, 26 March 2013



International Conference on Exploring New Cultural Horizons for Tourism

- Manama, Bahrain, 28-30 April 2013

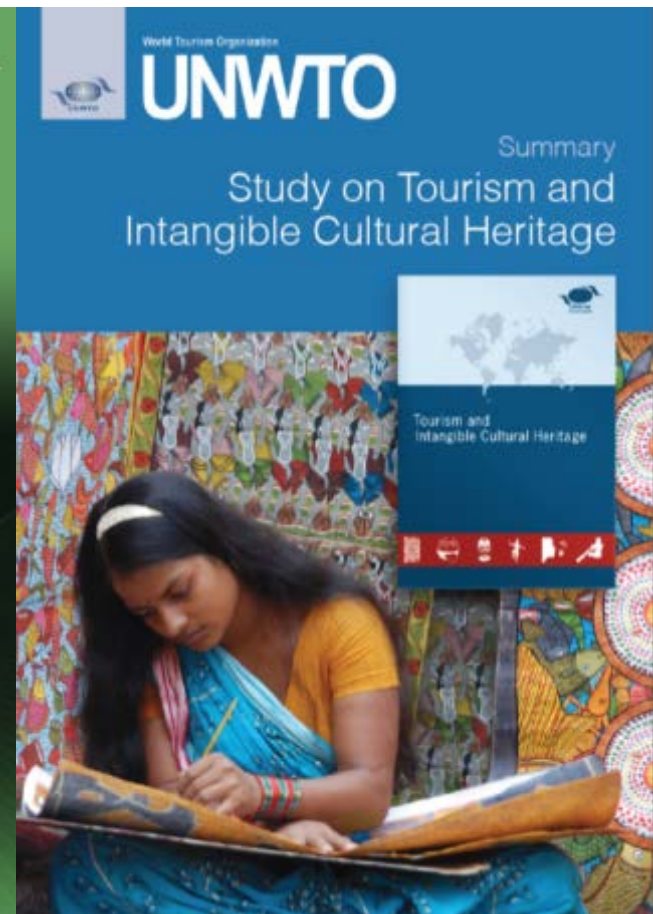
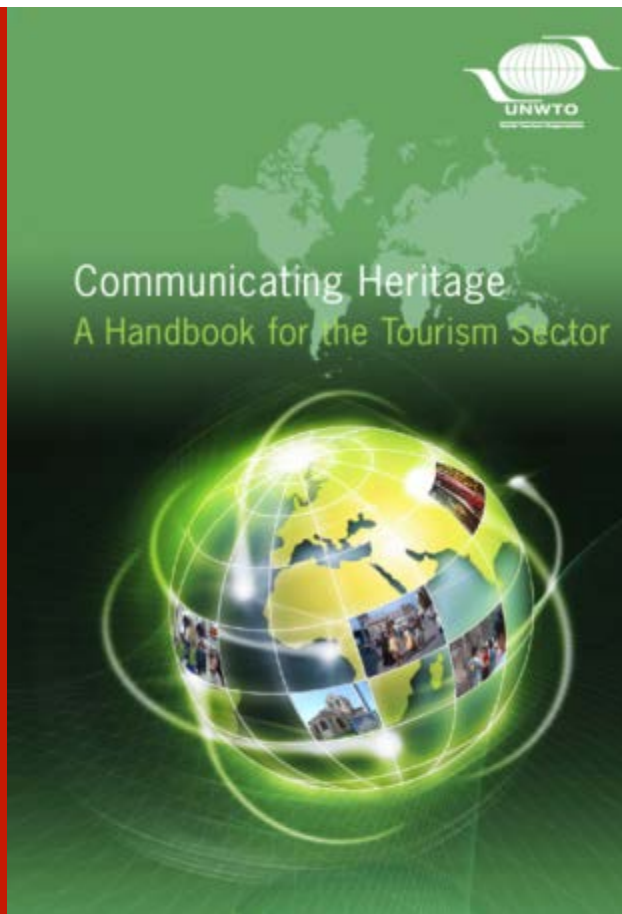
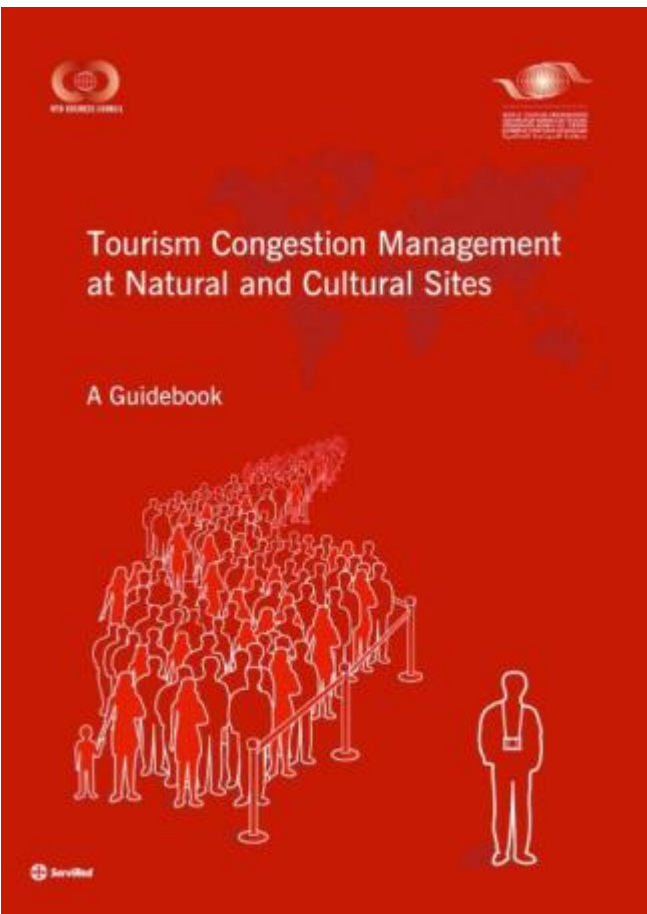


Conference on Tourism Development in Cultural and Natural Heritage Sites

- Siam Reap, Cambodia, 1-2 November 2013



UNWTO recent publications on Heritage





Thank you!

**Luigi Cabrini
Director-Advisor
of the
Secretary-General
on Sustainability
UNWTO**

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