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# WORLD HERITAGE AND SUSTAINABLE TOURISM PROGRAMME

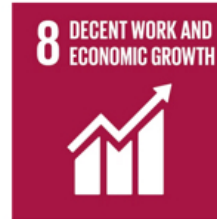


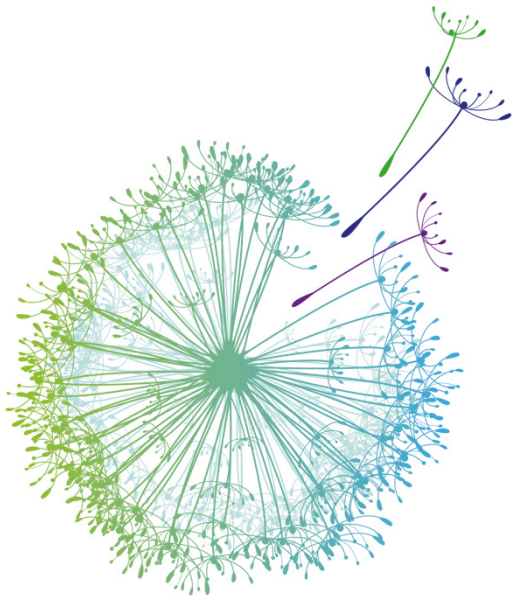
# World Heritage and Sustainable Tourism Programme



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## TOURISM AND THE SUSTAINABLE DEVELOPMENT GOALS





**2017**  
**INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT**

For UNESCO, it's an opportunity to focus on the role tourism can play in safeguarding heritage in all of its forms.

## Focus areas



Policy &  
Strategy



Tools &  
Guidance



Capacity  
Building



Heritage  
Routes



## Vision

World Heritage and tourism stakeholders share responsibility for conservation of our common cultural and natural heritage of Outstanding Universal Value and for sustainable development through appropriate tourism management.



## Mission

Facilitate the management and development of sustainable tourism at World Heritage properties through fostering increased awareness, capacity and balanced participation of all stakeholders in order to protect the properties and their Outstanding Universal Value.

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Policy &  
Strategy

Policy guidance and assistance in developing a common sustainable tourism strategy along the Silk Roads Heritage Corridors in Central Asia and China

## ROADMAP FOR DEVELOPMENT

Heritage Conservation & Tourism: Promoting sustainable growth along the Silk Roads Heritage Corridors





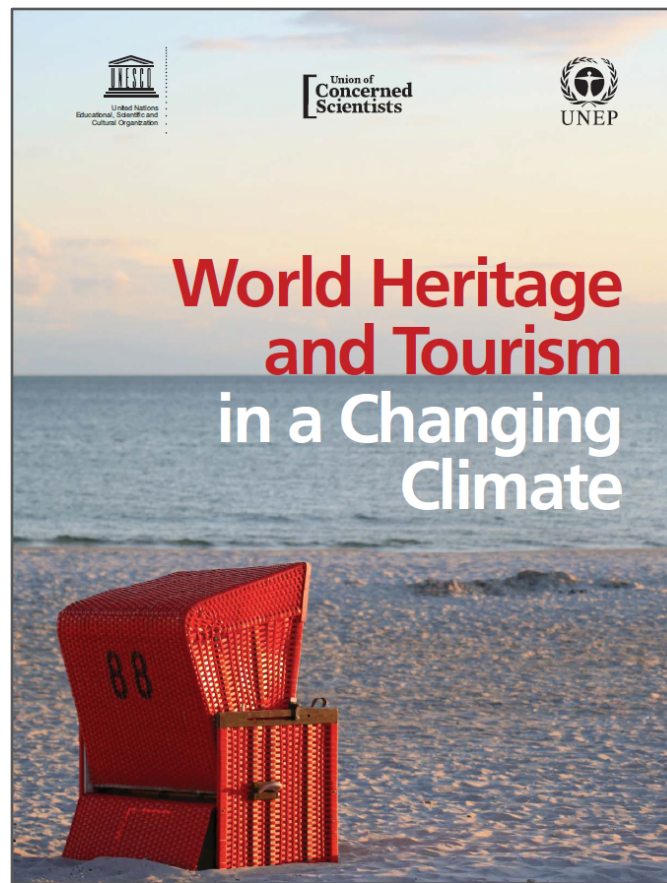
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Policy &  
Strategy

Overview of the increasing vulnerability of World Heritage sites to climate change impacts and the potential implications for and of global tourism





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## Tools & Guidance

Direction and guidance to help effectively manage and maximize tourism benefits at the World Heritage sites, while minimizing its negative impacts



### UNESCO World Heritage Sustainable Tourism Toolkit

Search the site

Home

How to use this guide

Guide 1: Understanding

Guide 2: Strategy

Guide 3: Governance

Guide 4: Engagement

Guide 5: Communication

Guide 6: Infrastructure

Guide 7: Value

Guide 8: Behaviour

Guide 9: Investment

Guide 10: Monitoring

Resource library

## How to use this guide

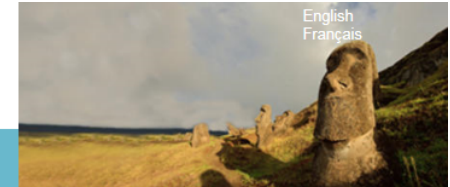
These easily accessible 'How To' guides are focused on best practice approaches to sustainable economic development through tourism. The first of their kind, the 'How To' resources offer direction and guidance to managers of World Heritage tourism destinations and other stakeholders to help identify the most suitable solutions for circumstances in their local environments and aid in developing general know-how for the management of each destination.

The 'How To' guides bring best practice knowledge to the full WH community, so that site managers, tourism professionals, conservation professionals, and communities around the world understand the possibilities of sustainable tourism and what key issues have already been achieved. These resources are a valuable asset to site managers in particular, who often lack the tools and know-how to effectively manage and maximise tourism benefits, while minimising its negative impacts.

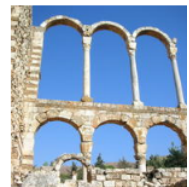
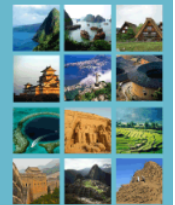
Our series of guides have been structured as a step-by-step process for site managers.

- **Guides 1-4** establish the basic foundations for sustainable tourism (these are coloured yellow).
- **Guides 5-10** are tailored to more specific issues, which will have greater relevance at some sites than at others (these are coloured orange).

We recommend that site managers explore each guide, however, as sustainable tourism is a holistic process, addressing all issues in a strategic manner.



## Global good practice examples



## Discussion forum





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Capacity  
Building

Trainings and workshops for the World Heritage site managers to help them manage tourism at their sites more sustainably





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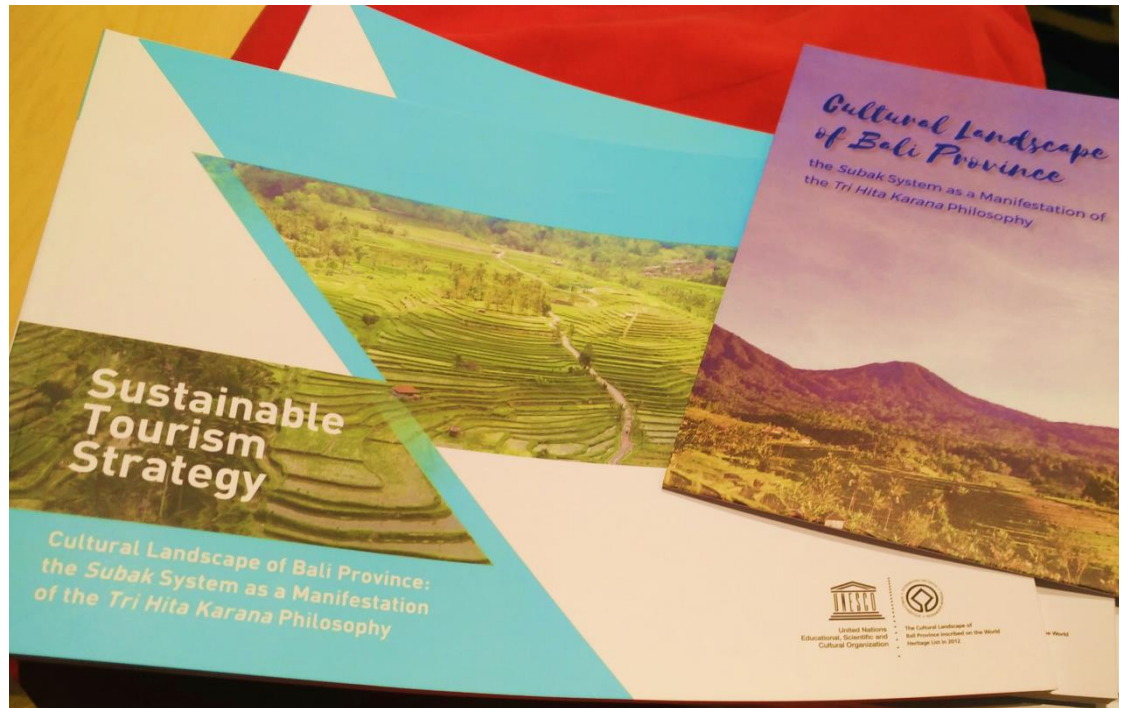


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Capacity  
Building

Sustainable  
tourism strategy  
for cultural  
landscape of Bali  
province

Funding support of the  
Government of Malaysia



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Heritage  
Routes

Creation of  
thematic routes  
to foster heritage  
based  
sustainable  
tourism  
development



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Heritage  
Routes

## UNESCO Cultural World Heritage sites in Europe project

Funding support of the  
European Commission



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Thank You