



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

World Heritage

35 COM

Distribution Limited

WHC-11/35.COM/5F

Paris, 6 May 2011

Original: English / French

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Thirty-fifth session

Paris, UNESCO Headquarters

19-29 June 2011

Item 5 of the Provisional Agenda: Reports of the World Heritage Centre and the Advisory Bodies

5F: World Heritage Tourism Programme

SUMMARY

This document presents the progress made following Decision **34 COM 5F.2** adopted by the World Heritage Committee at its 34th session (Brasilia, 2010) requesting the World Heritage Centre to convene a new and inclusive programme on World Heritage and Sustainable Tourism and inviting the Director-General of UNESCO to consider the feasibility of a Recommendation on the relationship between heritage conservation and sustainable tourism.

Draft Decision: 35 COM 5F, see Point III

I. Programme on World Heritage and Sustainable Tourism

1. Following Decision **34 COM 5F.2** para. 6 adopted by the World Heritage Committee at its 34th session (Brasilia, 2010) requesting the UNESCO World Heritage Centre to convene a new and inclusive programme on World Heritage and Sustainable Tourism, the process has been initiated by the UNESCO World Heritage Centre and will be supported by the Nordic World Heritage Foundation and the Government of Switzerland. The World Heritage Centre will outline the objectives of the programme and the approach for its implementation with the support of the external consulting firm that conducted the evaluation of the World Heritage Tourism Programme. A Steering Group will guide the overall process. This Steering Group will be composed of six States Parties, one member from each of the following: the World Heritage Centre, the Advisory Bodies (IUCN, ICOMOS and ICCROM), the United Nations World Tourism Organization (UNWTO) and the Swiss Government (the donor agency). The States Parties' representatives will be drawn from each of UNESCO's Regional Electoral Groups to ensure a proper regional balance. The first meeting of the Steering Group is planned for June 2011 to coincide with the 35th session of the World Heritage Committee. An expert meeting, which will include the Steering Group, other relevant UN agencies and other key stakeholders, will take place in Switzerland in late 2011 to further develop the programme. An additional consultation among all State Parties is envisioned before presenting the programme to the World Heritage Committee at its 36th session in 2012. The Government of Switzerland is providing financial support for specific actions to be undertaken by the Steering Group.
2. The objectives and approach for the implementation of the new programme will draw upon the policy orientations recommended from the Mogao meeting (WHC-10/34.COM/INF.5F.1) and the eight programme elements recommended in the evaluation (WHC-10/34.COM/INF.5F.3). The eight programme elements include: 1) Adopt and disseminate standards and principles relating to sustainable tourism at World Heritage properties; 2) Support the incorporation of appropriate tourism management into the workings of the Convention; 3) Collation of evidence to support sustainable tourism programme design and to support targeting; 4) Contribution of a World Heritage perspective to cross agency sustainable tourism policy initiatives; 5) Strategic support for the dissemination of lessons learned; 6) Strategic support for the development of training and guidance materials for national policy agencies and site managers; 7) Provision of economic advice on the cost-benefit impact of World Heritage inscription; 8) Provision of advice on UNESCO World Heritage branding.
3. A Nordic-Baltic regional workshop on how to promote World Heritage and Sustainable Tourism through broad-based stakeholder involvement and cooperation took place in Visby, Gotland, Sweden in October 2010. The event was supported by the Governments of Sweden, Norway and Denmark and organized by the Nordic World Heritage Foundation. The results of the workshop will be made available to the World Heritage Centre to contribute to the development of the Programme on World Heritage and Sustainable Tourism. The report is available in electronic format at the Nordic World Heritage Foundation's website www.nwhf.no.

II. Recommendation on the relationship between heritage conservation and sustainable tourism

1. Following Decision **34 COM 5F.2** para. 8, inviting the Director General of UNESCO to consider the feasibility of a Recommendation on the relationship between heritage conservation and sustainable tourism, the relevant Programme and Support Sectors of UNESCO, along with the World Heritage Centre, have launched a consultative process to explore the possibility of creating such a standard-setting instrument. A Preparatory Meeting was convened by the Assistant Director-General for Culture/ Director of the World Heritage Centre (a.i.) on 19 November 2010 at UNESCO HQ in Paris, which included representatives from the United Nations World Tourism Organization (UNWTO), the United Nations Environmental Programme (UNEP), the Organization for Economic Co-operation and Development (OECD), the Advisory Bodies (ICOMOS, ICCROM, IUCN) and various UNESCO cultural conventions and programmes.
2. A preliminary study on the technical and legal aspects relating to the feasibility of a Recommendation on the relationship between heritage preservation and the sustainable development of tourism has been developed and will accompany the proposal for a Recommendation in accordance with the Rules of Procedure concerning Recommendations to Member States and International Conventions. It will be presented by the Director-General to the UNESCO Executive Board for examination at its 186th session in May 2011 for possible consideration at the UNESCO General Conference at its 36th session in October 2011. This document (186 EX/20) is available at:
<http://www.unesco.org/new/en/executive-board/documentation/documents-and-decisions/>

III. Draft Decision

Draft Decision 35 COM 5F

The World Heritage Committee,

1. *Having examined Document WHC-11/35.COM/5F,*
2. *Recalling Decision **34 COM 5F.2** adopted at its 34th session (Brasilia, 2010),*
3. *Thanks the Government of Switzerland for its offer of financial and technical support to specific activities supporting the Steering Group;*
4. *Also thanks the Governments of Sweden, Norway, Denmark and the Nordic World Heritage Foundation for organizing a Nordic-Baltic regional workshop in Visby, Gotland, Sweden in October 2010 on World Heritage and Sustainable Tourism;*
5. *Takes note of the progress made in assessing the feasibility of a Recommendation on the relationship between heritage conservation and sustainable tourism;*

6. *Requests the World Heritage Centre to transmit to States Parties the draft of the new Programme on World Heritage and Sustainable Tourism for consultation and to present it to the World Heritage Committee at its 36th session (2012).*