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CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

Bureau of the World Heritage Committee

Fifteenth Session

Paris, 17-21 June 1991

Salle XIV

**ITEM 12 OF THE PROVISIONAL AGENDA: REPORT ON PROMOTIONAL  
ACTIVITIES**

As during previous meetings of the Bureau, this document presents only those new activities and events that took place since the last session of the Committee. For more details, particularly on available promotional material, the members of the Bureau are invited to refer to document CC-90/CONF.004/6 presented to the Committee at its fourteenth session.

**I. PRODUCTION OF INFORMATION AND PROMOTIONAL MATERIAL**

**1. Folding Poster**

An updated version has been produced in Arabic, English, French and Spanish and is available to members of the Bureau. The production of this document in Chinese and Russian, in co-operation with the UNESCO National Commissions of the People's Republic of China and the USSR, is underway.

**2. World Heritage Diary**

The 1991 diary has won a second prize in a world competition for diaries which naturally reinforces its success and enlarges its future distribution. Next year's diary is under preparation. A German version will be prepared with the co-operation of the UNESCO National Commission of Germany.

### 3. Documentaries on World Heritage Sites

The Office of Public Information, with support from the World Heritage Fund, will produce documentaries for television networks of developing countries on World Heritage Sites of Bulgaria, Canada and Hungary during 1991.

### 4. Film series in co-production with Transtel (Germany)

The second part of this series has been completed. It includes ten films, each of 15 minutes duration, on the following sites: Mohenjodaro (Pakistan), Grand Zimbabwe (Zimbabwe), Ouro Preto (Brazil), Cities of Mauritania - not inscribed on the World Heritage but was the object of an International Safeguarding Campaign - Tassili N'Ajjer (Algeria), Alta (Norway), Taj Mahal (India), Residence of Wurtzburg (Germany), Venice (Italy) and Sana'a (Yemen).

UNESCO has received copies in Arabic, English, French and Spanish for non-commercial distribution. UNESCO does not have commercial distribution rights. The commercial distribution will be done by TRANSTEL and the Secretariat had made recommendations to the Committee for the sale of video cassettes to private circuits. As regards the distribution of films already produced, TRANSTEL will present a report to the Secretariat once information for a sufficient number of countries is available.

### 5. World Heritage Certificat

Upon their request, the certificate has been sent to the following countries: Brazil, Canada, Germany and Ukraine SSR.

### 6. Series for Adolescents

Twenty-three titles in Spanish and ten in French have appeared. A proof reading procedure has been developed to avoid errors which were detected in certain past volumes

### 7. "The Great World Heritage Book"

Contract negotiations for this publication, with the French publishers, Hachette, and INCAFO for the Spanish version, respectively, have not been concluded since INCAFO finally decided not to collaborate with this project.

### 8. Publication project in Australia

It is recalled that this is a private initiative without financial support from UNESCO, but for which the Australian publisher had proposed to revert 5% of the benefits to the World Heritage Fund. The project is progressing satisfactorily; a number of specialists have accepted to participate and the volume will be prefaced by the Director-General of UNESCO.

## II. DEVELOPMENT OF INFORMATION ON THE WORLD HERITAGE

1. Since the last session of the Committee, the Secretariat had contacted several potential organizations to finance the publication of a World Heritage Review. Although the project definitely raised an interest, no formal offer for financing has yet been received

2. The UNESCO Courier has regularly published articles on World Heritage in a special section created for this purpose.

3. The Secretariat has participated in the publication of an issue of the Bulletin of the Ramsar Convention presenting the links between the World Heritage and Ramsar Convention.

### 4. Descriptive sheets on World Heritage Sites

The Secretariat is in contact with a mail order specialist who would be ready to produce and distribute, at his own expense, illustrated, coloured descriptive sheets on World Heritage Sites, which at the moment exist only in typed form. The Secretariat hopes that an agreement could be concluded soon following which the distribution of the sheets, in several languages, could become effective in 1992.

### 5. Preparation of a Computerized Data Base on World Heritage Sites

Together with the "clearing house" services of UNESCO, the Secretariat is working towards developing a computerized data base on the Convention in general, and each site inscribed on the List. Although the project is still in an initial phase it will be elaborated quite rapidly so that a prototype will be available for the exhibition to be organized at UNESCO Headquarters in 1992.

## III. PROMOTIONAL ACTIVITIES UNDERTAKEN BY STATES

### 1. Exhibits

Since the last session of the Committee, the different parks which constitute the Canadian Rockies site of Canada have ensured the circulation of an exhibit on the World Heritage made available to them by the Secretariat.

In connection with a series of activities on UNESCO launched in cultural centres and schools, the exhibit, entrusted to the authorities responsible for the Flemish language version of the UNESCO Courier, continues to circulate in Belgium and the Netherlands.

In Germany one exhibit, devoted to the German World Heritage, was inaugurated at Kassel on 1 February 1991. This exhibit was prepared by the German Committee of ICOMOS thanks to

financial support from the Dresdner Bank. It will then circulate throughout the country for two years. Furthermore, the authorities of the Cathedral of Aix-La-Chapelle intend organizing an exhibit on the restoration work accomplished, part of which will be displayed at UNESCO Headquarters next year.

The exhibit on the theme of World Heritage Cities, prepared by the Museum of Civilization of Quebec and which will be presented to the general public as of 11 June 1991 at the occasion of the International Colloquium on World Heritage Cities, had benefited from the support of the World Heritage Fund for the production of a Planisphere that will be made available to UNESCO for future exhibitions including that of 1992. The Secretariat contributed towards iconographic research and provided a large number of photographs. Unfortunately, it now appears that this exhibit which was to be an itinerant model entrusted to UNESCO for its future circulation, will not be exhibited except in Quebec at the time of the Colloquium.

## 2. Ceremonies for commemorating inscription of sites on the World Heritage List

Ceremonies for placing plaques were held in France and Germany. Furthermore, a plaque commemorating the inscription of the Isle of Goree, Senegal, on the World Heritage List is being prepared with support from the World Heritage Fund.

## 3. Production of national information material on the Convention

In Mexico, a richly illustrated volume has been published on Mexican World Heritage Sites, with articles by specialists on each of the sites.

The Ministry of Culture of Greece has published a 1991 calendar on the World Heritage Byzantine Monuments.

The ICOMOS Committee of USA has produced an audio-visual programme on the Convention, financed by the Department of State and comprising an explanatory text, about sixty illustrations, a poster, a brochure and other information material utilised during conferences, in schools and by several associations. Furthermore, the same Committee has nearly completed the production of a prototype of educational material on the Convention designed for primary education.

The Secretariat has received copies of a quarterly review, published in Czechoslovakia which, in each issue, devotes several pages to a World Heritage Site.

The Ministry of Environment of Canada is preparing an updated version of brochure on Canadian World Heritage Sites. This new version will be prefaced by the Director-General of UNESCO

The Ministry of Culture of Turkey has also produced a brochure on World Heritage and on inscribed sites in Turkey. The

Secretariat has contributed to the production of this brochure, information and photographs of several non-Turkish sites which will be included in the document and which will also be prefaced by the Director-General of UNESCO.

Finally, a brochure on sites of Zaire inscribed on the World Heritage List is under production with support from the World Heritage Fund.

#### IV. PARTICIPATION IN SPECIAL EVENTS

##### 1. Conference on World Heritage in Japan

Mr. von Droste, with certain others associated with the Convention, were invited to participate at a Conference organized by the Nature Conservation Society of Japan in Tokyo. The question of Japan's adhesion to the Convention, which is of great interest, was widely discussed.

##### 2. Media Save Art 1991

This event, organized by ICCROM in co-operation with the Italian Government, will have the patronage of the President of the Republic of Italy and the Director-General of UNESCO. It will take place from 17 to 22 June 1991, in Rome and will comprise a series of activities targetted towards the general public or professionals: film and video competitions, competitions for the press, exhibits and debates. The Secretariat have sent to the organizers films and videos available at UNESCO, particularly the series produced by TRANSTEL.

Furthermore, ICCROM has produced, with photographic material provided by UNESCO, a computer game on a selection of World Heritage Sites, which emphasizes threats facing these sites. A copy of this game, which will be soon be donated to UNESCO could be used to meet appropriate promotional needs.

##### 3. Symposium of CSCE on Cultural Heritage: Cracow 28 May - 7 June 1991

General information on the Convention was made available during this important symposium through the distribution of material (folding posters, brochures) and the display of an exhibit on World Heritage.

#### V. RELATIONS BETWEEN TOURISM AND WORLD HERITAGE

The Secretariat wishes to have the Bureau's opinion on the following question: an international travel agency, Voyages Kuoni, has requested authorization to display, in their brochures which are produced in 300,000 copies, the World Heritage symbol to indicate those destinations which are World

Heritage Sites. This request is accompanied by a proposal to publish in these brochures a text on the objectives of the Convention. The Secretariat wishes to seek the Bureau's approval for the concession to use the symbol which could be given for a definite period and on the condition that the general text be prepared by the Secretariat, and highlights the risks that certain forms of tourism pose for the conservation of sites.

On the same question a project to produce a tourist guide on World Heritage Sites which will in particular include information on access to each site, has been submitted to the Secretariat by the publisher INCAFO. The Bureau is invited to give its views on the suitability for the production of such a guide.