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 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 pro-actively manage tourism.

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Have we got the right strategy and structure for managing tourism?

How do I get a skeptical tourism sector and the community to buy into sustainability?

How do we do fundraising? Or attract investment?

How do we tell our OUV stories to best effect?

How do we best manage the influx of visitors?

Do we really understand the tourism affecting us? And its social/economic and ecological impacts?

How do we develop products and experiences from our OUV to sustain our site and community?

How do we use marketing to bring about our objectives?

How do we do these things? How have other places solved these issues?
International Tourist Arrivals, 1950-2030
Current situation and forecasts UNWTO Tourism 2030 Vision

Receipts 2012: US$ 1.07 trillion (+4.1 %)

2030: 1.8 bn
2012: 1035 mn
2011: 990 mn
1995: 528 mn

Source: World Tourism Organization
Avoiding the ‘Clone’ Trap – an economic development issue

“There are over 1,000 locations in Europe alone, all promoting exactly the same thing, looking identical and representing themselves in similar ways – through pictures of people playing golf, people in call centres, airplanes taking off. These places have become commodities, indistinguishable from one another and offering little or no added value”
Welcome to
THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE
Welcome to
The English Lake District World Heritage Site
10,000 YEARS IN THE MAKING
THE LAKE DISTRICT,
THE NEW WORLD HERITAGE SITE
An illustration of the 7 steps required to secure benefit from World Heritage...

1. Collectively commit to a progressive vision of World Heritage
   - World Heritage+
   - Statement of intent - M. of U.

2. Build into the Site’s DNA (Founding documents) a flexible, evolving and progressive approach supporting this landscape and its key OUV-underpinning sectors
   - Write into nomination document and management plan this focus.

3. Commit to resourcing the Action Plan to sustain the important living heritage of the Lake District
   - Develop simple investment strategy to repurpose existing investment and to secure new investment
   - Lake District Park Partnership Plan
   - Planning policies, LEP Growth Strategy...

4. Embed a progressive approach to the World Heritage Site in the wider strategic approach
   - Use the nomination process, and later on the designation, as a major PR boost for the Lake District

5. Invest in quality and in product development, and support the private sector to invest in meeting the expectations of World Heritage visitors
   - Champions
   - Press pack
   - Website

6. Sustain what’s special about the Lake District with joined-up investment, recognising the critical importance of the OUV as the Lake District’s USP
   - Storytelling masterplan
   - Support entrepreneurs to translate OUV into products/experiences
   - Adding value to OUV-sustaining products
   - Support and reward quality focus
   - Cultural and creative vibrancy

7. Keep working on this once the designation is secured to meet the evolving needs of visitors and local communities
   - Create mechanisms to return tourism spend to OUV sustaining activities
   - Sustainable models of funding this landscape and paying for the creation of public goods

2013
2013-2016
2013-2020
Is this really benefitting anyone...
Nutrition Facts

Serving Size: 45 g
Servings Per Container: 22

Amount per serving
- Calories: 150
- Calories from Fat: 0
- Total Fat: 0g
- Total Carbohydrates: 35g
- Protein: 3g

% Daily Value:
- 0%
- 12%

*Percent daily Values are based on a 2000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

A product of the Ifugao Rice Terraces, a World Heritage Site.

Distributed by:
Blugrass Ifugao Arts and Crafts,
Kiangan, Ifugao Province

Net Wt. 1 kg.
The conquistadors discovered the Americas... 
... but didn’t discover the Americans

Tzvetan Todorov
This accidental present...

“Let no one say the past is dead.
The past is all about us and within...

I know this little now, this accidental present
Is not the all of me, whose long making
Is so much of the past...

Let none tell me the past is wholly gone.
Now is so small a part of time, so small a part
Of all the race years that have moulded me.”

Oodgeroo Noonuccal
Potential to set back wall (i.e. to the north) to open up lowest lying area of floodplain for new channel.

Channel with temporary wetland features in areas of lowest lying floodplain, to be inundated during higher flows.

New channel to follow general location of previous course.

Wall could be set back to allow new channel space for migration. Culvert/crossing to be moved to new channel location.

New channel begins immediately upstream of existing tree in left bank (tree becomes the right bank).

Old channel to be back-filled with material from new channel excavation.

Note: positions of features are indicative only and will be confirmed following analysis of final survey data.
The National Trust, Kidbeck. 01946 726064. UK 000000.
Under key bitted near ear, cropped far ear, blue stroke down near shoulder.

A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, upper halved far ear, red stroke down far mid rib, red pop on tail head. Tag in near ear.

A. D. Shuttleworth, Little Ground. UK 111817. 01946 726250
Under halved near ear, two red strokes down far shoulder.

Peter Corley, Yewtree. 01946 726285. UK 107885.
Cropped near ear, forked and under fold bitted far ear, red whetstone on near side, tag in near ear.

A. D. Shuttleworth, The Ghyll. UK 111817. 01946 726250
Under halved near ear, forked far ear, short red stroke behind shoulders, red pop between hooks.

P. J. and M. L. Ferris, Windsor Farm, Wasdale. 01946 726249.
Under halved near ear, short red stroke over couplings, red pop behind head.
Thank you