UNESCO ACTIVITIES
FOR HERITAGE SAFEGUARDING
AND CULTURAL TOURISM DEVELOPMENT
Tourism is an important management issue at both natural and cultural World Heritage sites. We recognize this potential and are convinced that by engaging, and by taking appropriate actions at the different levels of the sustainable tourism process, tourism can be managed to generate net site benefits.

It is an inevitable destiny: the very reasons why a property is chosen for inscription on the World Heritage List are also the reasons why millions of tourists flock to those sites year after year. In fact, the belief that World Heritage sites belong to everyone and should be preserved for future generations is the very principle on which the World Heritage Convention is based.
Tourism at World Heritage

Two streams of tourism-related activities take place within the WH system.

For the World Heritage Committee and the Committee’s two advisory bodies the International Union for Conservation of Nature (IUCN) and International Council on Monuments and Sites (ICOMOS) tourism is a frequent concern. These advisory bodies provide recommendations to states parties on inappropriate tourism activities at sites affecting the sites WH values. WH Centre Programme officers receive information on site tourism issues and report to the WH Committee and the advisory bodies.
A World Heritage Programme Tourism Framework:

The lessons learned and issues raised during the ten years of the Tourism Programme’s initiatives have provided points for reflection and a preliminary framework for continuing Programme activities. The following seven interdependent activities were suggested as key elements upon which to base and guide World Heritage sustainable tourism initiatives and policy:

1. Building the capacity of World Heritage site management to deal with tourism.

2. Training local community members in tourism related activities to participate in the industry and receive tourism’s benefits.

3. Aiding communities around the sites to market their products.

4. Raising public awareness of World Heritage and building pride with local communities and visitors through conservation education.

5. Using tourism generated funds to supplement unmet conservation and protection costs at the sites.

6. Spreading the lessons learned to other sites and protected areas.

7. Building increased awareness of World Heritage and its activities and policies for tourism industry officials and their clients.
Key issues and Lessons Learned

More than 10 years of the UNESCO Tourism Programme have generated a number of issues and lessons learned that will impact future Tourism programme initiatives. Several of these issues are presented to provoke feedback and further discussion from conference participants. This input will also be used to provide guidance for future World Heritage sustainable tourism activities.
As a sector of activity, through tangible and intangible heritage, creative industries and various forms of artistic expressions, culture is a powerful contributor to sustainable economic development, social stability and environmental protection.

On 20 December 2010, the United Nations General Assembly adopted a resolution on Culture and Development (A/C.2/65/L.50), which emphasizes the important contribution of culture for sustainable development and for the achievement of national and international development objectives, including the Millennium Development Goals (MDGs).

Culture can contribute to:

- Economic sustainability
- Environmental sustainability
- Social sustainability
Culture Industries:
Culture is a powerful global economic engine generating jobs and income. Global cultural industries account for more than 7% of global GDP.

Cultural Tourism:
Heritage, especially, UNESCO World Heritage sites, produces revenues from visits, sale of local crafts, music and cultural products generating employment for communities.

Traditional Livelihoods:
Culturally embedded livelihood practices help retain local knowledge and generate employment while enabling local economic development.

Opportunities for economic growth through micro-enterprises:
need low capital investment by building on materials and skills available within the community. The successes of enterprises that benefit women have been especially valuable.

Cultural infrastructure and institutions:
Universities, museums, cultural centres, cinemas, theatres, craft centres etc. are significant generators of employment and revenues.
**Culture**

*a Vehicle for Social Cohesion and Stability*

- **Mutual** appreciation of diversity among cultures creates positive and constructive engagement, which is essential for social stability.

- **Reconstructive force of culture:** Intercultural dialogue brings peace and possibilities of reconciliation in the event of conflicts.

- **Symbolic force of cultural heritage:** Culture is a well-spring of hope, enabling a deep sense of belonging.

- **Social cohesion through cultural tourism:** Cultural heritage builds social cohesion, mobilizing communities around its care and management.

- **Empowerment of women:** Women in local cultures carry the responsibility of interpreting cultural practices, as well as transmitting them to the new generations.

- **Safeguarding** distinctive cultural forms contributes to strengthening the social capital of a community and creates a trust in public institutions.

- **Create an enabling environment to achieve the MDGs:** By preventing conflict, building peace, protecting the rights of women and marginalized groups, intercultural dialogue can help create conditions for achieving the MDGs.

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INTERNATIONAL CONFERENCE “UNIVERSAL VALUES AND CULTURAL DIVERSITY IN THE 21ST CENTURY: HOW CAN TOURISM MAKE A DIFFERENCE?”

18-19 October 2012, Yerevan, Armenia
Cultural and ecological diversity: Biological and cultural diversity are intricately connected to a wide range of interactions between humans and nature, that are interdependent and mutually reinforcing.

Cities and cultural landscapes: In an urbanizing world, management of natural and built heritage need to embrace their interrelationships by involving local communities in conservation initiatives.

Traditional systems of environmental management: Accumulated traditional knowledge and the community practices of environmental management are fundamental to sustainability.

Ecological challenges: A variety of current environmental challenges may be addressed by positive practices embedded in local cultures that value a balance between natural and human worlds.
Site management

The site assessment process at World Heritage sites is useful and can address a wide range of site pressures and threats.

*Carrying out site assessments to determine tourism interventions*

Tourism public use plans would provide needed baseline data and a tourism vision that would provide guidance for tourism management and assist in tracking changes to the site.

*World Heritage criteria may be referenced when developing the Recreation Opportunity Spectrum (ROS). Planners could reference World Heritage site criteria and values within the different agreed upon ROS zones.*
Tourism as a tool for dialogue, peace and development

Well preserved cultural heritage, tangible and intangible, therefore appears to be a precondition for quality tourism, which implies the satisfaction of the tourists, of the host population and of the tourist companies. In UNESCO’s view, quality tourism is an activity that can advance the goals of preserving and promoting cultural diversity and the values of cultural heritage, foster intercultural dialogue and contribute to development and the Millennium Development Goals of the United Nations, among them poverty alleviation.

Tourism is an effective vehicle for creating the conditions for a real dialogue. Many tourism stakeholders are increasingly aware of the positive role they can play to promote understanding, through a more accurate presentation of different cultures in order to portray the true face of different civilizations and prevent people from being biased by prejudice, which begets fear and suspicion.
The World Heritage Convention is the most ratified international treaty for cultural and natural heritage preservation in the world. This year, on its 40th anniversary, the World Heritage Convention celebrates sustainable development and the role of local communities. Due to changing demographics, growing inequalities and diminishing resources, the relationship between heritage conservation and sustainable development is more important than ever.

The aim of the World Heritage Convention is the identification, protection, conservation, presentation and transmission to future generations of cultural and natural heritage of outstanding universal value. The text of the Convention, adopted in 1972, does not make any specific mention of the term “sustainable development” but it does carry the spirit and promise of sustainability in its insistence that culture and nature form a single, closed continuum of the planet’s resources, the integrated stewardship of which is essential to successful long-term sustainable development – and indeed to the future of life on the Earth as we know it.
Cultural Tourism

To create a discerning type of tourism that takes account of other people’s cultures

It is a well-known fact that tourism can be a deadly foe as much as a firm friend in the matter of development. Considering the economic might of the tourist industry—now regarded as the biggest in the world ahead of automobiles and chemicals—careful attention should be paid to this many-sided phenomenon with its global repercussions. The impact of tourism is such that progressive strategies are vitally needed in order to prepare the ground for genuinely progressive international, regional and local strategies.

It is UNESCO’s intention to assist the Member States in preparing their policies while reconsidering the relationship between tourism and cultural diversity, tourism and intercultural dialogue, and tourism and development. In this way, the Organization proposes to contribute to the fight against poverty, protection of the environment and mutual appreciation of cultures.
Pilot projects in the world:

- Sustainable Tourism Programme
- Thematic Roads and Cultural Tourism
- Cultural and Eco-Tourism in the Mountainous Regions of Central Asia and in the Himalayas
- The Sahara of Cultures and People
- UNESCO Chairs on Cultural Tourism
- Preserving the Khmer Smile: Education for Lasting Tourism at Angkor, the Key to Competitive, Quality, Ethical Tourism
- Cultural Tourism in the Baltic Countries
- Youth PATH: Community-Based Tourism in the Caribbean
- Heritage Cities and Sustainable Tourism
- The Gaucho's Road
- Development Programme in the Aral Sea Basin
- Tourism Resources in Small Islands Developing States
PILOT PROJECT WITHIN UCPD ARMENIA 2009-2012
ROADS OF CULTURE AND TOURISM FOR
DEVELOPMENT AND DIALOGUE
Armenia has a rich and varied natural and cultural heritage which is a source of life and encouragement for the people of Armenia and is appreciated well beyond the country’s borders. UNESCO supports efforts to safeguard and promote the richness and diversity of this heritage, allowing all stakeholders to benefit from it and ensuring that it retains its intrinsic value and is passed down to future generations.
The UCPD (UNESCO Country Programming Document) is a strategic planning tool designed to capture in a single document UNESCO’s activities in a particular country which contribute to the country’s development efforts, whether funded from regular or extra-budgetary sources.

The UCPD for Armenia elaborated on the basis of the United Nations Development Assistance Framework, the national development priorities and UNESCO’s comparative advantages.

The focus of the UNESCO’s activities for the current UCPD period will be mainly on advocacy, capacity-building, research, policy dialogue and the provision of technical assistance in partnership with UN sister agencies and other organizations in the area of UNESCO’s competence: education, science, culture and communication and information.
The current project is being implemented within the framework of the UCPD for Armenia 2007-2009 and in accordance with UNDAF outcome number 2 and continues the work that UNESCO has been involved in since 2005 in the Republic of Armenia. The direction of this work has been the strengthening of heritage safeguarding and addressing the role of culture as a resource for peace-building and cultural tourism as a resource for sustainable development.
The main activities of UNESCO’s Cultural Sector involvement in Armenia since 2005 includes:

- In 2005 the workshop ‘Innovative Approaches to Cultural Tourism’ was held in Yerevan to discuss the problem of the integration of modern approaches in the cultural tourism in Armenia, its revitalization, upgrading and adaptation to international standards.

- In 2006 the International Conference ‘The Role of Youth in Safeguarding of the Heritage and Development of Cultural Tourism’ was held in Yerevan.

The project is aimed at the promotion of sustainable cultural tourism at World Heritage and other sites with a view to contributing to the economic and social development of local communities, in particular youth and women, and their participation in the management of the sites and coordinated preservation and promotion of the tangible and intangible heritage with a special emphasis on rehabilitation of national cultural centers near historical sites.
The Project was:
Initiated in accordance with the strategies of UNESCO/UNITWIN Network “Culture, Tourism, Development”

Implemented within the framework of the Country Programming Document UCPD/UNDAF for Armenia

In partnership with:
- National Commission of UNESCO of Republic of Armenia
- The Ministry of Trade and Economic Development of the Republic of Armenia
- The Ministry of Culture of the Republic of Armenia
- The Ministry of the Territorial Administration of the Republic of Armenia
Roads of Culture and Tourism For Development and Dialogue

**Project Objectives:**

Strengthen coordination between the 1972 and 2003 conventions with a view to contributing to the economic and social development of local communities and their active participation in the management and safeguarding of the tangible and intangible heritage

- To mainstream with national policies the links between cultural diversity, intercultural dialogue and sustainable development

- To foster intercultural dialogue and contribute to a culture of peace in the Caucasus region through promoting the cultural tourism routes

- To mainstream cultural diversity in UNDAF frameworks through supporting a development and implementation of cultural and youth policies for reinforcing regional and interregional cooperation for poverty reduction and sustainable development in Armenia
Project Targets:

- Over centralization of cultural tourism activities around Yerevan, regional communities excluded from the benefits of tourism
- Unemployment, particularly amongst youth and women
- Loss of cultural values through globalization
- Lack of public awareness about heritage values
Project Activities:

- Round tables, workshops and training sessions
- Improvement of infrastructure of sites, renovation, restoration works, signboards
- Construction of an Information Center
- Reconstruction of roads leading from highways to monuments
- Creation of website for cultural tourism
- Creation of detailed tourist map of region
- Development of tourism routes
- Drafting and publication of promotional advertising materials about sites and local heritage

- Project document outlining all future and current activities of the project
- Networks and alliances of tourism management planning
- Capacity building trainings
- Organization of public awareness activities
- Tangible and intangible heritage inventories in selected marzes
- Rehabilitation of cultural centres in the regions to promote education on cultural heritage and creative diversity for poverty reduction and sustainable development

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Safeguarding the Intangible Cultural Heritage of Armenia

The intangible cultural heritage of the Armenian people is unique because of its geographical, historical, and cultural significance. Armenia holds a significant place in the world of intangible cultural heritage due to its rich traditions and customs. The country is known for its music, dance, and verbal art forms, which are passed down from generation to generation. These cultural practices are an essential part of the Armenian identity and are threatened by modernization and globalization. UNESCO has recognized the importance of safeguarding this intangible cultural heritage and has included several Armenian practices in its list of Intangible Cultural Heritage of Humanity.
Armenian Duduk Music:
Intangible Cultural Heritage of Humanity
In the framework of the Agreement between UNESCO and the Government of the Republic of Armenia and with the financial support of the Japanese Funds-in-Trust for the Preservation and Promotion of the Intangible Cultural Heritage the UNESCO Moscow Office oversaw the implementation of the project “Armenian Duduk Music.”

The Duduk music, and the instrument itself, have traditionally been an inseparable part of both the social life and the cultural identity of the Armenians. Even though symbolically still very important, the duduk music is less and less present in real life. The present project aimed to build national capacities for the safeguarding of traditional duduk music in the contemporary social, cultural and political context in Armenia, promote the inter-generational transmission of the knowledge, experience, skills and technique related to the performance of the duduk music and the production of the instrument and elaboration of the inventory of the Armenian duduk music and instrument.

The project was implemented in partnership with the Society for the Safeguarding of Armenian Folk Music (SSAFM) and in close cooperation with the Ministry of Culture of the Republic of Armenia and Armenian National Commission for UNESCO.

Welcome to the Duduk Project’s website:
http://www.armenian-duduk-music.com/
Properties inscribed on the World Heritage List
Armenia

♦ Cathedral and Churches of Echmiatsin and the Archaeological Site of Zvartnots
The cathedral and churches of Echmiatsin and the archaeological remains at Zvartnots graphically illustrate the evolution and development of the Armenian central-domed cross-hall type of church, which exerted a profound influence on architectural and artistic development in the region.

♦ Monasteries of Haghpat and Sanahin
These two Byzantine monasteries in the Tumanian region from the period of prosperity during the Kiurikian dynasty (10th to 13th century) were important centres of learning. Sanahin was renowned for its school of illuminators and calligraphers. The two monastic complexes represent the highest flowering of Armenian religious architecture, whose unique style developed from a blending of elements of Byzantine ecclesiastical architecture and the traditional vernacular architecture of the Caucasian region.

♦ Monastery of Geghard and the Upper Azat Valley
The monastery of Geghard contains a number of churches and tombs, most of them cut into the rock, which illustrate the very peak of Armenian medieval architecture. The complex of medieval buildings is set into a landscape of great natural beauty, surrounded by towering cliffs at the entrance to the Azat Valley.
Properties submitted on the Tentative List

- The archaeological site of the city of Dvin (1995)
- The basilica and archaeological site of Yererouk (1995)
- The monastery of Noravank and the upper Amaghou Valley (1996)
- The monasteries of Tatev and Tatevi Anapat and the adjacent areas of the Vorotan Valley (1995)
Activities within the project included:

- A practical manual, including DVD for duduk players, duduk makers, and students of the duduk music was prepared and published.
- Master classes for duduk players were held in Yerevan and provincial schools.
- The scores of Armenian composers were published.
- An inventory of the duduk music was taken.
- The duduk music was promoted through concerts and broadcast on TV and radio.
Welcome to the UNESCO website: