



<http://www.e-unwto.org/doi/book/10.18111/9789284417569> - Monday, February 12, 2018 10:43:41 PM - IP Address:122.54.171.124



**UNWTO**  
CONFERENCES AND SEMINARS

**UNWTO / UNESCO**  
**World Conference on**  
**Tourism and Culture**  
Building a New Partnership

Siem Reap, Cambodia, 4–6 February 2015



# **UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership**

Siem Reap, Cambodia, 4–6 February 2015

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**UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership**

**Siem Reap, Cambodia, 4–6 February 2015**

ISBN (printed version): 978-92-844-1735-3

ISBN (electronic version): 978-92-844-1736-0

Published by the World Tourism Organization (UNWTO).

First printing: 2016

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Printed in Spain.

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**Citation:** World Tourism Organization (2016), *UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership Siem Reap, Cambodia, 4–6 February 2015*, UNWTO, Madrid.

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## Acknowledgements

The World Tourism Organization (UNWTO) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) are particularly grateful to the Ministry of Tourism and the Ministry of Culture of the Royal Kingdom of Cambodia for hosting and supporting the UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership.

The UNWTO Delegation to the conference included:

- Mr. Taleb Rifai, Secretary-General;
- Mr. Xu Jing, Director, Regional Programme for Asia and the Pacific;
- Mr. Harry Hwang, Deputy Director, Regional Programme for Asia and the Pacific;
- Ms. Sophea Sok, UNWTO Liaison Officer for Cambodia;
- Ms. Emi Maccoll, Chief of Cabinet of the Secretary-General;
- Ms. Sandra Carvao, Chief of Communications and Publications;
- Mr. Philippe Lemaistre, Programme Chief for Programme and Coordination;
- Ms. Zhanna Yakovleva, Technical Coordinator for Destination Management and Quality;
- Mr. Jin Yung Woo, Advisor on Tourism and Culture to the Secretary-General;
- Ms. Yolanda Sansegundo, Assistant of Advisor on Tourism and Culture to Secretary-General;  
and
- Mr. Graham Brooks, Consultant.

The UNESCO Delegation to the conference included:

- Mr. Alfredo Pérez de Armiñán, Assistant Director-General for Culture;
- Mr. Kishore Rao, Director, World Heritage Centre;
- Mr. Peter Debrine, Senior Project Officer, Sustainable Tourism Programme; and
- Ms. Anne Lemaistre, Head of Office and Representative in Cambodia.

This report was prepared by Graham Brooks, with help and inputs from Sandra Carvao, Jin Yung Woo, Yolanda Sansegundo and Lili Kfoury.



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## Foreword

We live in the age of travel. Since the 1950s, when travel was reserved for a small elite, the number of international tourists has increased dramatically.

In 2014, wanderlust inspired more than one billion international tourists across international borders and an additional five to six billion domestic tourists to visit destinations in their own country.

This development has made tourism one of the leading socio-economic sectors of our time, accounting for 9% of global GDP, 30% of the total exports of services and one in eleven jobs around the world.

Humanity's curiosity about cultural heritage is the element that truly differentiates one destination from another.

Today, cultural tourism – the world's mosaic of art forms, heritage sites, festival, traditions and pilgrimages – is growing at an unprecedented rate.

The UNWTO/UNESCO World Conference on Tourism and Culture, bringing together, for the first time, ministers of tourism and culture was a unique opportunity to discuss how to harness the power of tourism and culture to alleviate poverty, create jobs, protect natural and cultural heritage and promote international understanding.

We will continue to advance this cooperation with UNESCO and all of you to build a new and sustainable partnership within tourism and culture.

Taleb Rifai  
*Secretary-General,  
World Tourism Organization (UNWTO)*

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I am pleased to have this opportunity to express support to the World Conference on Tourism and Culture: Building a New Partnership, co-organized by UNESCO and the World Tourism Organization.

UNESCO is deeply committed to strengthening the links between culture and tourism. Our goal is to create a positive dynamic between the two – a dynamic that is mutually reinforcing, that works for sustainability and for the benefit of local communities.

Our starting point is to safeguard culture in all its forms, from monuments to living heritage, encompassing traditions, festivals and the performing arts.

We do so, because culture is who we are. It shapes our identity and it is the means to foster respect and tolerance among people. It is also a way to create millions of jobs and improve people's lives, a path to strengthen mutual understanding.

Tourism stands at the forefront of this global ambition. Every tourist must be a custodian of world heritage, an ambassador of intercultural dialogue. This is why safeguarding cultural heritage must move forward with sustainable tourism, and I see this as the core message of this World Conference on Tourism and Culture.

This vision guides our efforts to promote culture as a driver and an enabler of sustainable development.

This has never been so important at this time of change, when governments are shaping a new global sustainable development agenda to follow 2015.

I wish to thank each of you for your commitment to taking this forward.

Ms. Irina Bokova  
*Director-General,  
United Nations Educational, Scientific and Cultural Organization (UNESCO)*

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## Executive summary

Hosted by His Majesty the King of Cambodia and the Government of the Kingdom of Cambodia in the city of Siem Reap under the inspiration of the famous World Heritage Site of Angkor Wat, the first UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership, held on 4–6 February 2015 broke new ground in bringing together over 600 delegates including over 40 ministers and vice-ministers of tourism and/or culture from around the world to jointly discuss the challenges and opportunities faced by both the tourism and culture sectors.

The spirit and challenges of the conference were summed in the opening speeches of the joint organizers, UNWTO and UNESCO:

“Just last week, UNWTO released the latest results for 2014, which show that international tourist arrivals grew by 4.7% to reach a new record of 1,138 million tourists – that is over 1.1 billion tourists travelling the world every year. 2014 was also a milestone year for UNESCO and for culture as the World Heritage List reached 1,000 sites for the very first time.

Linking both facts is the unprecedented development of cultural tourism over recent years. Such development represents an immense opportunity for destinations to foster economic growth, inclusive social development and environmental preservation.

One billion tourists can be one billion opportunities or one billion disasters. As much as we welcome tourism’s growth and its benefits, we should never forget that such growth comes with increased responsibility. Responsibility to protect our heritage, responsibility to promote our common values and responsibility to work together”.

Taleb Rifai, Secretary-General, UNWTO

“UNESCO has been working closely with our sister UN agency, UNWTO, for many decades to ensure a sustainable approach to heritage management and tourism in terms of safeguarding, conservation and promotion. This seminal conference demonstrates our commitment to furthering this partnership on the basis of shared values and common objectives and the reinforced cooperation between our organizations within the United Nations system.

We are proud of our shared achievements and we remain committed to consolidating our efforts to promote sustainable tourism and address the new challenges to the protecting of natural and cultural heritage in the years to come”.

Alfredo Pérez de Armiñán, Assistant Director-General for Culture, UNESCO

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## Ministerial Dialogue

The Ministerial Dialogue, attended by almost 40 ministers and vice-ministers, addressed the policy and governance framework necessary to foster a new collaboration model between tourism and culture. The below summarizes the key points of debate.

### Key expectations

- To strengthen the existing national dialogue between culture and tourism so that each complements the other more successfully and the trend towards cooperation and shared planning outcomes grows stronger;
- To encourage a practice of coordinated management of heritage sites between the departments of tourism and culture to reach a stronger complementarity;
- To strengthen international cooperation with neighbouring States to develop cultural routes particularly with unified standards of governance;
- To be inspired by the best examples from other countries, especially for those at the beginning of a process of more closely coordinating the work of numerous government agencies within both tourism and culture ministries; and
- To exchange experiences with other countries and to learn from others about best practice models for tourism and culture, including how to identify and attract investment in tourism and cultural infrastructure for wealth creation and jobs.

### The connection between tourism and culture

- Many countries have large numbers of protected cultural sites and few resources for their management. Countries can always do more to protect the national heritage. It requires a whole of government strategic approach, combined with cooperation between all levels of government, the private sector, NGOs and participation by local communities;
- There is more to the national culture of a country than its monumental heritage. There is a great need to make the population aware that culture and cultural heritage, both tangible and intangible, belongs to the entire nation. Its protection and sustenance is the responsibility of everyone;
- Culture can do without tourism, but tourism cannot do without culture, it needs a constant vigil to ensure the dynamic synergies between the two are properly managed. Tourism has a major role to play in the promotion and protection of living cultures;
- World Heritage recognition is an important motivator for the tourism sector to mobilize and promote historic places and to encourage their protection;
- There is a need to be constantly vigilant to avoid the dangers of uncontrolled exploitation and insensitive levels and types of tourism use; and
- Culture based tourism programmes that can be implemented on a country-wide basis provide opportunities for local employment, reinforce local identity and generate support for conservation and protection of cultural and heritage assets.

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## How can tourism leaders and culture leaders work together?

- The relationship between culture and tourism must be regarded as between equal partners. It is essential that it is to be recognized within government structures and policy debates;
- Tourism and cultural heritage stakeholders need to understand each other's motivations and realities and cooperate. It is essential for all parties to accept and act on their shared responsibilities between the host nation and the international agencies for protection and sustenance of culture;
- Tourism must recognize that its most important asset is the natural and cultural heritage of the destination, and this must be managed accordingly. Culture heritage needs to be protected by legislation but sustained through the supply of resources to fund that protection and conservation. Tourism has a unique capacity to mobilize funds for the conservation;
- An essential ingredient in moving the process forward is to harness the power of partnerships, especially public/private partnerships that engage corporations, civil society and local communities, as well as international partnerships between sister organizations such as UNWTO and UNESCO; and
- The management of historic sites, museums and creative institutions needs to be carefully managed. There are many examples where it is managed better by the private sector, except where public goods require public support. Nevertheless any form of private sector involvement needs to be well coordinated by ministries of tourism and culture to ensure that outcomes are optimized for all stakeholders.

## What do leaders of tourism and culture need from each other?

- There are strong benefits to be gained by having combined ministries of culture and tourism, or at least very high degrees of understanding and operational cooperation. Effective cooperation within a shared ministry of tourism and culture relies on the recognition that tourism is the lifeblood of the economy and that tourism is heavily reliant on the strength and diversity of the local cultural expressions;
- Regardless of where tourism and culture are placed within a government ministerial framework, tourism is everybody's business and culture is everybody's business, so they need to work together and be supported at the highest level of government. The real issue is how important both tourism and culture are in the national agenda. Neither can be limited simply to a sectorial policy agenda, both must be treated as a national political and policy agenda;
- The question is, not where we place the two agendas in a government hierarchy but how we go about securing the highest level of support within the government for cooperative and coordinated outcomes. Without the highest level of support in the national government, outcomes will inevitably be less than they might otherwise be;
- UNESCO fully supports the need for highest level government support. It needs a global perspective to realize its aims. Culture has always been a long term issue; tourism must also be regarded as a long term issue if it is to achieve sustainability in its own right and in its relationship with culture; and
- Ultimately it is a political recognition of the important and mutually reliant relationship between tourism and culture for the economic and social sustainability of the nation that will underwrite an effective cooperation between ministries.

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## Summary

- Sustainability of the past for the future can be only achieved by using it as a living heritage which provides the basis for contemporary society;
- Achieving a sustainable relationship between tourism and culture is the responsibility of everybody, not just governments but private enterprise, civil society and local communities at national and international levels. While the economy has a great role in creating culture, cultural activity and conservation need proper and reliable resourcing to be sustainable;
- There are many examples where tourism has mobilized funding for the conservation and re-use of major cultural properties. For example, there could never be sufficient funds raised from the cultural sector to preserve the great historic palaces of India. The transformation of many of these palaces into hotels has meant that they continue to be conserved as living heritage for current and future generations;
- Tourism has two forms of capital – natural heritage and cultural heritage. No one in their right mind would consume their capital and have nothing left in time. Tourism must invest in the sustainability of these two forms of capital to guarantee its own future. This is the core of the relationship;
- The growth of tourism cannot be a zero sum game for culture. If we start making compromises and balances then we have lost the challenge. It is not about numbers, about stopping people coming. The world will come, so we need innovative and energetic management and creative solutions; and
- The real success of the Ministerial Dialogue is that it represents the beginning, finding that there are issues in common and recognizing that everyone can all learn from the experiences of others.

The ministerial session was attended by the ministerial representatives of 40 countries from Algeria, Argentina, Armenia, Azerbaijan, Bahrain, Bangladesh, Cambodia, Cameroon, China, Colombia, Cote d'Ivoire, Czech Republic, Guinea, India, Japan, Lao People's Democratic Republic, Lithuania, Macao SAR, Malaysia, Myanmar, Namibia, Oman, Paraguay, Philippines, Republic of Korea, Republic of Rwanda, Russian Federation, Saudi Arabia, Senegal, Seychelles, Spain, Sri Lanka, Sudan, Swaziland, Thailand, Togo, Turkey, United States of America, Viet Nam and Zambia.

## Panel sessions

Panel sessions were held on the second day of the conference to discuss the overall theme of tourism and culture under four main issues:

1. Promoting and safeguarding culture;
2. Living cultures and creative industries;
3. Linking people along cultural tourism routes; and
4. Urban regeneration through cultural tourism.

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## Introduction

The first World Conference on Tourism and Culture: Building a New Partnership was held on 4 and 5 February 2015 in the city of Siem Reap, Cambodia, jointly organized by UNWTO and UNESCO, and hosted by His Majesty Preah Samdech Preah Baromneath Norodom Sihamoni, King of Cambodia, and the Government of the Kingdom of Cambodia. The conference broke new ground to bring together over 600 delegates including over 40 ministerial representatives of tourism and culture from around the world to jointly discuss the challenges and opportunities faced by both the tourism and culture sectors. The conference set out to identify new models of cooperation and partnership to ensure the long term sustainability of both sectors.

This conference report captures the main themes, presentations and discussions that took place throughout those two days. It aims to disseminate the information and insights from the conference. It also affirms both international agencies' support and encouragement for the tourism and culture sectors and stakeholders within governments, private corporations, civil society and local communities to work together to achieve sustainable outcomes.

Tourism has grown over the last decades to become one of the leading global socio-economic sectors of our times. In 2012, for the first time in history, over 1 billion international tourists travelled the world in one single year, up from a mere 25 million in 1950. By 2030, UNWTO forecasts this number to reach 1.8 billion.

One billion is not just an impressive number. One billion tourists mean one billion opportunities – opportunities for economic growth and development, for job-creation, for small and medium enterprises, for the improvement of livelihoods, for the renewal of urban and rural areas, and for the appreciation of natural and cultural heritage. The number one billion also reminds us of the immense potential tourism has as a force for cultural interaction, cultural dialogue and mutual understanding as billions of people from various cultural backgrounds interact daily with other cultures. Never before have so many been exposed to such a variety of different cultures, cultural heritage places, religions societies and lifestyles as they are today.

In 2014, UNESCO (the World Heritage Committee) approved the inscription of the 1,000th site on the World Heritage List, representing 161 countries. Cultural and Natural Heritage Sites are inscribed on the World Heritage List in recognition of their Outstanding Universal Value.

One billion tourists and one thousand World Heritage Sites! These two milestones remind us of the need for a new framework in the collaboration between tourism and culture.

Cultural tourism can play a leading role in international and national agendas as a tool for cultural promotion and preservation, appreciation, mutual understanding and socio-economic development. The responsible use of cultural assets for tourism purposes can create new

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employment opportunities, alleviate poverty, curb rural migration, prompt product diversification, generate income for investment in preservation, and nurture a sense of pride and self-esteem within communities and destinations around the world. Yet, to realize this immense potential, it is necessary to approach the relationship between tourism and culture in a sustainable and responsible manner, fostering effective partnerships between stakeholders, involving host communities, and striving to safeguard all forms of heritage – whether tangible or intangible.

UNWTO and UNESCO have been cooperating for many years promoting the strong links between tourism and culture and the need to develop new, dynamic partnership models that ensure mutual benefits and long term sustainability.

Culture and heritage have an immeasurable inherent value to host communities, and as such, constitute one of their most important assets for generating tourism. Equally, tourism can be a considerable force for the promotion, appreciation and conservation of tangible and intangible heritage while encouraging the development of arts, crafts and other creative activities. However, if poorly managed, tourism can also cause negative impacts on culture and heritage, including physical deterioration, pressure for inappropriate development, environmental degradation, traffic congestion and income inequality within the local community, thus inherently damaging the long term sustainability of the tourism sector.

The synergies between tourism and culture are firmly established. And yet the two sectors often operate within governmental and administrative structures that are disconnected or poorly coordinated. This can result in less than optimal outcomes for national and regional development policies, planning and management.

Building new models for collaboration between tourism and culture falls within the emerging international consensus of the fundamental links between culture and heritage on the one hand and sustainable development policies on the other.

In order to explore the challenges and opportunities posed in the title of the conference, the first day was dedicated to a Ministerial Forum in which the assembled ministers of culture and/or tourism participated for several hours in a moderated dialogue which addressed the policy and governance framework necessary to foster a new collaboration model between tourism and culture.

The second day was divided into four technical sessions in which a range of invited speakers contributed to a series of moderated discussions;

- Promoting and protecting cultural heritage;
- Living cultures and creative industries;
- Linking people and fostering development through cultural routes; and
- Cultural tourism and urban regeneration.

Finally, participants were introduced to the 2015 Siem Reap Declaration that captured the essence of the issues, dialogue and debate across this most important theme.

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# Opening ceremony

## Participants

**Mr. Thong Khon**

Minister of Tourism, Kingdom of Cambodia

**Ms. Phoeurng Sackona,**

Minister of Culture and Fine Arts, Kingdom of Cambodia

**Mr. Taleb Rifai**

Secretary-General, UNWTO

**Mr. Alfredo Pérez de Armiñán**

Assistant Director-General Culture, UNESCO

**H.E. Samdech Akka Moha Sena Padei Techo Hun Sen**

Prime Minister, Kingdom of Cambodia



**Welcome by Mr. Thong Khon**

Minister of Tourism,  
Kingdom of Cambodia

First of all, on behalf of the Ministry of Tourism of Cambodia, and myself, I would like to respectfully express my warmest welcome to the highest presence of Samdech Akka Moha Sena Padei Techo HUN SEN, Prime Minister of the Kingdom of Cambodia and would like to deeply thank Samdech Prime Minister for taking time from Samdech's tight schedule to highly preside over the opening ceremony of the World Conference on Tourism and Culture, under the theme of Building a New Partnership in this particular moment.

I would also like to convey my deep gratitude to H.E. Dr. Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO) and H.E. Ms. Irina Bokova, Director-General of UNESCO for collaborating in initiating the celebration of the unprecedented event and for honoring Cambodia with the host of this event.

On this auspicious occasion, I would also like to express my profound thanks to Excellencies, Lok Chumteavs, senior dignitaries, ambassadors, distinguished guests, national and international guest speakers, professors, students, representatives of relevant institutions, and all the private sectors for participating in the World Conference today. My sincere thanks and warm welcome also go to Lok Chumteavs Excellencies, as well as your families for your participation and visit to Cambodia and our marvelous Angkor Wat.

Highly Respectful Samdech Techo Prime Minister!

Excellencies, Lok Chumteavs, Distinguished Guests, Ladies and Gentlemen!

The first-ever World Conference on Tourism and Culture 2015, jointly organized by the World Tourism Organization (UNWTO) and UNESCO, is being held from 4–6 February in Siem Reap – Angkor, home to the world historical heritage and culture of humanity. The World Conference is attended by leaders and delegations of tourism and culture, prominent international guest speakers from 99 countries, in which:

- There are 41 ministers from 38 countries, including 17 tourism ministers, 15 culture ministers, and 7 culture and tourism ministers and 2 general directors;
- The World Conference expresses its warm welcome to H.E Mr. Ho Hau Wah Edmund, Vice-Chairperson of the National Committee of the Chinese People's Political Consultative Conference (CPPCC); and
- The World Conference comprises 22 national and international guest speakers, including 3 national guest speakers, 5 moderators and 3 keynote speakers.

There are a total of 1,107 international delegations from 99 countries, and a total of more than 490 national delegations, professors, students, and private sector.

The translation will be made in seven languages, respectively (Khmer, English, French, Russian, Spanish, Chinese, and Korean).

The World Conference consists of Ministerial Dialogue and Technical Sessions divided into four main sections:

- Ministerial Dialogue is held under the theme of “A New Partnership Model”, demonstrating the policies and good governance framework that are necessary for the development of a new paradigm of collaboration between tourism and culture in order to support the development of tourism with sustainability, participation, awareness of culture, and high responsibilities, contributing to the development of economy, society, and local communities, particularly promoting cultural exchanges and generating resources for tangible and intangible heritage preservation and conservation; and
- Technical Sessions are divided into 4 main topics as follows:
  - Topic 1 “Promoting and Safeguarding Culture”: will debate tourism management in a proper manner, which is a key driver to preserve, conserve, and enhance culture, and to raise the proud spirit in the tourism communities and other tourist destinations around the world;
  - Topic 2 “Living Cultures and Creative Industries”: Tourism refers to the exploration of the world and sustainability of culture. The creative industries, including music, films, handicrafts, architecture, and fashions have a key role to play in creating diverse experiences for tourists while tourism is able to push for innovation and experience exchanges, which enables the creative industries to flourish and benefit the local communities economically and socially;
  - Topic 3 “Linking People and Fostering Development through Cultural Routes”: the cultural routes give a vital opportunity for the development of tourism and economy, and the integration into the region, particularly to revitalize the relationship between economy and culture in the national and international frameworks; and
  - Topic 4 “Cultural Tourism and Urban Regeneration”: more than half of the world population are currently living in the cities, and in 2025 the urban population will increase by approximately 60% of the total of population in the world, which enables urban tourism growth to rapidly develop. The urban tourism is able to play a key role in preserving the cultural identity, reviving an economy, and improving better lives of the people living in the cities.

The World Conference will issue Siem Reap Declaration on Tourism and Culture, and it is expected that the content of this declaration will be the useful inputs for the references of the sustainable and responsible cultural tourism conservation and development plan.

Overall, the World Conference will further identify the roles and relationships between tourism and culture through setting forth a New Paradigm of Collaboration for the whole world. In this sense, culture is becoming an effective tool for developing tourism products that can form authenticity, distinctiveness, and uniqueness for a region or a country in the highly-competitive tourism market, while tourism offers an important means of creating the resources and providing supports and strengthening the conservation and development of culture in the era of innovation and globalization.

Highly Respectful Samdech Techo Prime Minister!

Excellencies, Lok Chumteavs, Distinguished Guests, Ladies and Gentlemen!

The Kingdom of Cambodia is blessed with diverse cultural, historical, and natural tourism potentials, in particular Angkor Wat and Preah Vihear Temple – the well-known world heritages, architectural constructions, the coastal areas (Cambodia Bay: the Member of the Most Beautiful Bays in the World Club), natural tourist attractions, ecotourism sites, biodiversity tourist sites in Tonle Sap Great Lake, Mekong River dolphins, smiles and greetings of Cambodian people, and so forth are the uniqueness of tourism potential and indicate Cambodia's identity.

Under the sound and wise leadership of Samdech Akka Moha Sena Padei Techo HUN Sen, Prime Minister of the Kingdom of Cambodia, particularly the Win-Win Strategy of Samdech Prime Minister, Cambodia truly enjoys peace and development in all sectors. Along with the concerted efforts from all relevant stakeholders and people participation, Cambodia has been becoming a must-visit destination with attractiveness in the region and in the world, particularly Siem Reap – Angkor was recognized and classified as the world's fourth most attractive tourist destination and as the Asia's second one after Kyoto, according to the evaluation of Travel and Leisure Magazine. Moreover, Angkor Wat also won the Championship 2014 of ArcheoMadness on the occasion of international archeology day.

With the growth of tourism reaching 1 billion international tourists in the world, along with around 5-6 billion domestic tourists in 2014, Cambodia has also received 4.5 million international tourists with an increase of 7%. Whereby, 78% of the total came from the Asia-Pacific region, 16% from Europe, 6% from Americas, along with more than 8 million domestic tourists. Most of the international tourists prefer exploring cultural-historic tourism attraction, especially Angkor Wat and other cultural heritage tourist destinations, including coastal tourism, ecotourism, community-based tourism trends in Cambodia are also flourishing.

Cambodian tourism contributed about 10% of Cambodia's Gross Domestic Products (GDP) in 2013 and created employment opportunities of more than 500,000 direct jobs (about 13% of total labors) and tens of thousands of indirect jobs. Together with Cambodian tourism development policy, regarded as Culture and Nature Tourism, and Cambodia strategic policy of "Clean and Green" and the excellent offer of quality services, Cambodia is projected to receive approximately 5 million international tourists in 2015, 7.5 million in 2020.

The development of Cambodian tourism is actively contributing to the comprehensive progress to other sectors, including economy, culture, society, environment, supporting infrastructure such as (roads, tourism ports, hotels, and electricity), etc.

Highly Respectful Samdech Techo Prime Minister!

Excellencies, Lok Chumteavs, Distinguished Guests, Ladies and Gentlemen!

Sustainable tourism can be a considerable force in fostering appreciation and safeguarding of tangible and intangible heritage and dependent on encouraging the development of arts, crafts and other creative activities.

At a time of unprecedented tourism growth, it is important to emphasize the shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as the immense opportunities for both culture and tourism to develop new partnership models.

We hope that this World Conference will find out the opportunities and challenges to be aimed at strengthening collaboration of tourism and culture, and creating a new model of partnership to achieve a great potential, not only giving the benefit for the development of tourism, but also contributing to the inclusive economic growth, particularly preserving and conserving cultural heritage in a responsible and sustainable manner.

Last but not least, I would like to wish Samdech Akka Moha Sena Padei Techo HUN SEN, Prime Minister of the Kingdom of Cambodia, healthy, strength, wisdom to succeed other new endeavors and achievements for our country and people, and wish Excellencies, Lok Chumteavs, Ladies and Gentlemen, Distinguished National and International Guests and all distinguished delegations the four gems of Buddhist Blessings: Longevity, Nobility, Health, and Strength, in particular happiness, comfortable and safe stay on the great territory of Angkor.

Thank You!

**Remarks by Ms. Phoeurng Sackona**

Minister of Culture and Fine Arts,  
Kingdom of Cambodia

Today is a very joyous day and a great honour for me to participate in the World Conference on Culture and Tourism 2015 organized in Siem Reap province, the former glorious Khmer Kingdom of thousands of tangible and intangible cultural heritages, having universal value for the world and humanity. Cambodia is indeed very proud to serve as the host of this important world conference which is the result of a collaborative initiative of the World Tourism Organization, UNESCO, and the Royal Government of Cambodia on Culture and Tourism to promote and seal the two domains to be a good partnership model as well as providing usefulness and sharing experiences among countries in the world in lessons, positive and negative, successes and mistakes.

Cambodia, however small, just emerging from prolonged civil wars of almost three decades, is untainted and is proud to claim that “Cambodia is a Kingdom of Culture and Wonders”, having thousands of tangible and intangible cultural heritages which are the legacies of our ancestors, namely, the Angkor region temples and the Preah Vihear Temple which have been inscribed in the list of world heritage along with the Royal Ballet and the large-sized shadow play which have been inducted into the list of intangible cultural heritage of humanity as living proofs.

Under the genius and insightful leadership of Samdech Akka Moha Sena Padey Techo Prime Minister, the Royal Government of Cambodia having the Ministry of Culture and Fine Arts under its jurisdiction, is always keen to pay its utmost attention to the conservation, preservation, protection, and development of national culture. The national policies on culture, approved by the royal government of Cambodia on 18 July 2014, demonstrate the willingness and determination of Cambodia in the provision of duty and special cultural venues to the country’s development on the foundation of preservation, protection, promotion of cultural expression, strengthening capacity of social stability, and development of cultural economy along with other domains such as tourism. The cultural potential and the endeavour to turn culture into revenues of national economy is the key factor that makes tourism noticeably prosper on the day-to-day basis.

As this World Conference on Culture and Tourism participated by members of the Royal Government of Cambodia, ministers of tourism, ministers of culture, renowned dignitaries, and high expert members of tourism and culture as well as many well-known national and international speakers from around the world, I firmly believe that Cambodia will learn more in terms of new knowledge to further build and strengthen our own capacity while having our pride in what we have and what we can share with the world especially on culture. With this, the discussions and various recommendations from the 2-day world conference will serve as a glue to seal tourism and culture making them even much better while assuring the spirit of mutual love and respect of civilization and culture of humanity around the world, which is the fundamental basis for world peace and stability while driving the economy to prosperity in light of current world crises.

Before I conclude and again, I would like express my profound thanks toward Samdech, Excellencies, lok chumteav, national and international distinguished Guests, Ladies and Gentlemen, and I wish the meeting success with the four Buddha’s blessings: longevity, nobility, happiness, and strength.

Thank you!

**Video message of Ms. Irina Bokova**

Director-General,  
United Nations Educational, Scientific and Cultural Organization (UNESCO)

Excellency Mr. Hun Sen, Prime Minister of Cambodia,  
Mr. Taleb Rifai, dear colleague, Secretary-General of the World Tourism Organization,  
Mr. Simeon Saxe-Coburg-Gotha, Former Prime Minister of Bulgaria,

Excellencies, ministers, Ladies and Gentlemen,

I am pleased to welcome you to the World Conference on Tourism and Culture: Building a new partnership, co-organized by UNESCO with the World Tourism Organization.

I can hardly think of a more fitting place for this than Cambodia, then the city of Siem Reap, gateway to the magnificent Angkor Wat, one of the jewels on the World Heritage List.

UNESCO is deeply committed to strengthening the links between culture and tourism. Our goal is to create a positive dynamic between the two, a dynamic that is mutually reinforcing, that works for sustainability and for the benefit of local communities.

This is a means to foster respect and tolerance, a path to mutual understanding. It is also the way to create millions of jobs, to improve people's lives, tourism stands at the forefront of the global fight against the illicit trafficking of cultural objects.

Everyday a statue is stolen or damaged in the surroundings of Angkor. Stolen objects appear on the internet or in fancy boutiques, sometimes wrapped in romantic narratives. This is the dark side of globalization, and this plague thrives, because there is a market for it.

Tourism can be a blessing, it shouldn't be a curse. Travelers are easy targets, often unaware of the importance of checking the provenance of the cultural artifact they purchase.

This is why UNESCO, the World Tourism Organization and United Nations Office on Drugs and Crime, launched an anti-trafficking campaign, with a message that is very simple: Travel, do not traffic. Every tourist must be a custodian of world heritage, an ambassador of intercultural dialogue, a protector of cultural objects. This is the spirit of UNESCO's efforts to implement the 1970 convention on the ban of illicit trafficking of objects of art.

This is why safeguarding cultural heritage must move forward with sustainable tourism, and I see this as the core message of the World Conference on Tourism and Culture.

This vision guides our efforts to promote culture as a driver and as an enabler of sustainable development. This has never been so important at this time of change, when countries are shaping a new global, sustainable development agenda to follow in 2015.

I wish to thank each of you for your commitment to taking this message forward and I wish all of you a very successful event.

**Remarks by Mr. Alfredo Pérez de Armiñán**

Assistant Director-General Culture  
on behalf of Ms. Irina Bokova, Director-General, UNESCO

On behalf of UNESCO's Director-General, who regretfully was unable to join us today due to unforeseen and unavoidable circumstances, I am truly delighted to inaugurate this first World Conference on Tourism and Culture: Building a New Partnership.

Let me extend a warm welcome to the over 600 participants who have come from the four corners of the globe to Siem Reap for this occasion. We are very fortunate to have among us over 40 distinguished ministers and deputy ministers as well as scores of leading experts and specialists in diverse fields linked to tourism and culture.

UNESCO is honoured to co-host this ground-breaking event with the World Tourism Organization and the Government of Cambodia. I would like to take this opportunity to reiterate our sincere gratitude for making this possible and particularly for their commitment to its success to Dr. Rifai and the UNWTO and the Cambodian cabinet, especially their Excellencies the Prime Minister and the Deputy Prime Minister, as well as the ministers of culture and tourism.

It is most fitting that this first World Conference on Tourism and Culture is taking place in Cambodia, a country with immense cultural heritage and home of the iconic World Heritage Site, Angkor Wat.

UNESCO has been working closely with our sister UN agency, UNWTO, for many decades to ensure a sustainable approach to heritage management and tourism in terms of safeguarding, conservation and promotion. This seminal conference demonstrates our commitment to furthering this partnership on the basis of shared values and common objectives and the reinforced cooperation between our organizations within the United Nations system.

We are proud of our shared achievements and we remain committed to consolidating our efforts to promote sustainable tourism and address the new challenges to the protecting of natural and cultural heritage in the years to come.

We are here today to create a new and sustainable partnership between culture and tourism.

UNESCO is deeply committed to strengthening the links between these two concepts. Our goal is to create a positive dynamic between the two – a dynamic that is mutually reinforcing, that promotes sustainability while benefitting local communities. Our starting point is to safeguard culture in its diverse manifestations ranging from monuments, historic sites and cities, and works of art to living heritage and contemporary expressions, encompassing traditions, festivals and the performing arts.

To carry out this crucial task, we have developed a set of international standard-setting instruments in the field of culture, including the famous World Heritage Convention of 1972, the Convention of Safeguarding the Underwater Cultural Heritage of 2001, the Convention for the Safeguarding of the Intangible Cultural Heritage of 2003 and the Convention on the Promotion and Protection of the Diversity of Cultural Expressions of 2005.

UNESCO's message is very clear: Culture is who we are and is who we will also be. It shapes our identity and fulfils our spirit, and is a means to foster respect and understanding among people. In times of conflict, culture has proven effective in fostering reconciliation and providing a much-needed sense of continuity and hope in better times.

It is also a way to create millions of jobs and improve people's lives. This is why safeguarding cultural heritage and promoting cultural creativity must advance hand-in-hand with sustainable tourism.

This has never been so critical at this time of change, when countries are shaping a new post-2015 development agenda. UNESCO sees culture as a force to widen the pathways of development, in ways that are more inclusive, more sustainable, by building on people's aspirations and shared values. UNESCO stands prepared to continue working globally to strengthen cooperation with governments and to reinforce its partnership with civil society and the private sector.

Sustainable development cannot be crafted solely through economic and political strategies – it must be built upon sustainable and inclusive societies. Culture stands at the heart of this vision, as a force for dialogue, social cohesion, creativity, dignity and participation. This is the vision we are bringing to the process of shaping the post-2015 development agenda.

We achieved a significant milestone when the UN General Assembly adopted by consensus a landmark Resolution on Culture and Development in 2013 and again in December 2014. The Resolution clearly states that culture is both an enabler and driver of sustainable development and further spells out culture's potential contribution to sustainable cities and production and consumption patterns, which provide a blueprint for our work on sustainable tourism, linked specially to the protection of cultural and natural world heritage.

Culture is also a primary resource for economic growth, employment and social cohesion, offering the potential to renew urban and rural areas and promote sustainable tourism. This vision is reflected in the Florence Declaration, which was approved by the 400 participants of UNESCO's Third World Forum on Culture and Cultural Industries, which took place in October 2014. The declaration advocates the integration of culture in the post-2015 development agenda, which the United Nations General Assembly is scheduled to adopt in the autumn of 2015.

To succeed in this crucial endeavour, we need to show concretely "how" culture can be integrated in development strategies, with specific targets and indicators – for poverty eradication, for education, for the environment, for sustainable cities, for inclusion and reconciliation. Creating synergies between culture and tourism is now more crucial than ever.

For UNESCO this translates to a new approach to tourism based on dialogue and stakeholder cooperation where planning for tourism and heritage management is integrated at a destination level, the natural and cultural assets are values and protected and appropriate tourism developed.

We commend UNWTO on its report highlighting the need for effective policies, guidelines and regulations for promoting sustainable tourism, including ecotourism. We also welcome the most recent UN General Assembly Resolution recognizing the contribution of sustainable tourism to poverty eradication, community development and the protection of biodiversity.

To achieve this UNESCO is developing an analytical framework and policy guidance for sustainable tourism development at World Heritage Sites which will be presented to the World Heritage Committee session in Bonn in July, and will form the basis for our contribution to the resolution.

We look forward to pursuing our close cooperation with UNWTO and our sister UN agencies to achieve this critical goal. We trust that the declaration that emerges from this first World Conference on Tourism and Culture will serve to consolidate and disseminate this clear vision.

In closing, I would like to reiterate UNESCO's commitment to working with you as we explore the synergies between culture and tourism towards a more sustainable future.

**Remarks by Mr. Taleb Rifai**

Secretary-General,  
World Tourism Organization (UNWTO)

On behalf of the World Tourism Organization, the UN specialized agency for Tourism, it is my great pleasure to welcome you all to the first UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership.

Let me begin by expressing my deepest gratitude to the Royal Kingdom of Cambodia for its immense support in organizing this landmark conference and for hosting us so graciously in the memorable city of Siem Reap.

Prime Minister Hun Sen, we are truly honoured to have you join us on this very special occasion. It is a privilege to count on your presence. Your opening of today's conference sends a very strong message on Cambodia's commitment to sustainable tourism development and cultural preservation.

A special word of appreciation to our sister UN agency, UNESCO, for the partnership we have built throughout the years. Today's conference reflects well our close ties and our common vision of the transformative power of culture and tourism as drivers of a more inclusive and sustainable future.

Thank you also to the speakers and to all of you who join us on this occasion – I know many of you have crossed international time zones to join us here in the *Kingdom of Wonder*.

“Wonder” is indeed the best fitting description for Cambodia – a land filled with marvellous attractions – from the World Heritage Site of Angkor to the warm smiles of its people. Indeed, we could not have gathered in a more inspiring place. Angkor Wat is the crowing jewel of Cambodia's outstanding cultural heritage; a heritage that every year inspires a growing number of international tourists to explore this wonderful country.

Tourism, and particularly, cultural tourism has become a fundamental pillar of Cambodia's development; helping to position it as an emerging economy in South-East Asia, creating thousands of jobs, stimulating infrastructure and contributing nearly USD 3 billion to Cambodia's balance of payments. Cambodia is indeed the sheer example of how the links between tourism and culture can create new opportunities for sustainable development. Alongside its economic and social impact, tourism spurred Cambodia's cultural identity – helping the image of the country to rise from the shadows of war to radiate a global light of archaeological wonder, natural beauty and a historical legacy.

Today's conference opens at a time when international tourism continues to grow despite a still uneven economic growth and growing geopolitical concerns.

Just last week, UNWTO released the latest results for 2014, which shows that international tourist arrivals grew by 4.7% to reach a new record of 1,138 million tourists – that is over 1.1 billion tourists travelling the world every year. 2014 was also a milestone year for UNESCO and for culture as the World Heritage List reached 1,000 sites for the very first time.

Linking both facts is the unprecedented development of cultural tourism over recent years. Such development represents an immense opportunity for destinations to foster economic growth, inclusive social development and environmental preservation.

From an economic perspective, cultural tourism allows destinations to become more competitive, attract investment, create new employment opportunities, promote multiple linkages to other industries, and even revive lost traditional activities and customs I would like to recall the words of the travel writer, Pico Iyer, who once wrote that “tourism can resuscitate and revive culture – it has created new “traditional” dances in Bali and caused craftsmen in India to pay new attention to their works”.

Most importantly, alongside the economic dimension, cultural tourism nurtures a sense of pride among communities, advances public education and promotes heritage preservation by providing financial resources for the conservation of valuable heritage sites.

One billion tourists can be one billion opportunities or one billion disasters. As much as we welcome tourism’s growth and its benefits, we should never forget that such growth comes with increased responsibility. Responsibility to protect our heritage, responsibility to promote our common values and responsibility to work together.

Indeed, partnership is the fundamental message at the heart of this conference.

We need to bridge the gap that, despite encouraging efforts, still exists between tourism and culture. We need to explore new governance models and innovative initiatives where the best of the two worlds come together to the benefit of all. We do not need to look beyond Siem Reap to grasp the weight of this challenge. Angkor Wat is a magnet for tourists and if we do not take up the cause of sustainability, it risks irreversible damage to this prized cultural treasure. Rising tourist numbers are a serious responsibility that calls for proper management, a better use of new technologies and innovation, greater education among businesses, tourists and host communities, and closer coordination between public authorities and between the public and the private sector.

Allow me to recall the words of UN Secretary-General Ban Ki-moon who said: “Transformation is our watchword. At this moment in time, we are called to lead and act with courage. We are called to embrace change. Change in our societies. Change in the management of our economies. Change in our relationship with our one and only planet”.

2015 is an historic moment for the UN and for countries around the world as we work to set a new sustainable development agenda. A shared and inclusive agenda that places people at the centre of development.

With this in mind, I would like to take this opportunity to reaffirm our full commitment in making sustainable tourism a central pillar of the new post-2015 development agenda. Over the last decades, tourism has seen extraordinary and rapid growth, becoming one of the leading socio-economic sectors of our times.

In 2012, we celebrated a historic and exciting milestone – of one billion tourists travelling the world in a single year. Tourism accounts today for 9% of the global GDP, 30% of the total exports of services and one in eleven jobs around the world.

The question is – how do we harness this sheer force of one billion strong for its immense value? How can we draw from this deep wellspring to benefit our cultural heritage and advance the post-2015 development agenda?

In the thousands of years chronicling mankind's progress, civilizations have flourished and fallen, and in their wake, left legacies bearing their indelible mark in the history of the world. These legacies showcase the pinnacle of mankind's abilities, be they in outstanding monuments or in the uniqueness of paintings and music. Heritage tells mankind's story; it tells *our* story. Tourism can enliven this heritage.

The links between tourism and culture offer an immense opportunity to contribute to inclusive economic growth, social development and stability and heritage preservation but only if we work together.

As we set the scene for this conference, allow me close by highlighting three ways in which tourism and culture can work together to build a better future:

### **1. Tourism and culture can work together for economic growth**

The responsible use of cultural assets for tourism creates new employment opportunities and generates income for local communities. By the same token, cultural tourism can provide a vital tool for poverty alleviation, as many poor and remote communities are often situated near famous heritage sites.

### **2. Tourism and culture can work together for social development and stability**

We live in The Age of Travel. Never before in our history have we been more exposed to such a melting pot of ethnicities, religions and lifestyles. Tourism breaks down walls and builds bridges between visitors and hosts, nurturing respect and mutual understanding that is so much needed in this often divided world. The more people travel and immerse in other societies, navigate other languages, behold incredible monuments and natural wonders, or experience firsthand the living traditions passed down by generations, the more they become part of a global dialogue that makes us citizens of the same world; citizens that understand and respect each other.

### **3. Tourism and culture can work for heritage protection and preservation**

Being acclaimed as a World Heritage Site calls forth a greater responsibility of finding the equilibrium between rising tourism demand while protecting the inherent values for which these sites were inscribed on the World Heritage List.

It emphasizes the need for tourism that is carefully managed, for proper education among tourists and host communities, for close coordination and cooperation between conservation and tourism, for adequate financing mechanisms and for innovative approaches, including a better use of the opportunities offered by technology.

By 2030, 1.8 billion tourists will be travelling the world. This represents an extraordinary opportunity to pursue our shared goals of inclusive economic development and environmental sustainability into a reality. Tourism intensifies our role as global citizens, stewards of world heritage and ambassadors of peace – calling us to preserve our past, so we can protect our future.

I trust this conference will allow us to strengthen our partnerships and work closer together as architects of such sustainable future.

**Address by H.E. Mr. Samdech Akka Moha Sena Padei Techo Hun Sen**

Prime Minister,  
Kingdom of Cambodia

Today I am delighted to attend the opening of the auspicious first World Conference on Tourism and Culture under the theme of Building a New Partnership.

First, I would like to thank and praise H.E. Taleb Rifai, Secretary-General of UNWTO and H.E. Ms. Irina Bokova, Director-General of UNESCO for providing cooperation to the Royal Government of Cambodia in organizing the conference in this marvellous city of world heritage site. Along with my warm welcome, I wish to extend my deep gratitude to tourism and culture ministers, deputy ministers and delegations from around the world for participating in this event.

This historic inaugural conference reflects not only the linkage between development and culture and tourism, but also the close collaboration between UNWTO and UNESCO for a common cause which is being united to achieve the Millennium Development Goals (MDGs) and to be prepared to achieve post-2015 development agenda through the linkage between culture and development. The conference is indeed a great opportunity for national and international institutions, experts and researchers who are in charge of culture and tourism affairs to discuss and share experiences to identify new measures for promoting the development of culture and tourism sectors in the coming years in Cambodia, as well as the region and the world. In this spirit I encourage the UNWTO, UNESCO and national institutions in the region and the world to continue your effort to deliver more achievements in order to accelerate the progress of the cultural tourism sector as well as socio-economic development.

At the same time I would like to express my high appreciation to the management and officials of the ministries of tourism – institutions and all relevant authorities for the collective effort to make this conference possible. This event will indeed provide us with broader ideas and views from global perspectives that will remind us to heighten our attention to the development of culture and tourism sectors for the cause of new results for the society and economic growth base for the present and the future.

Taking this opportunity, I wish to highlight what Cambodia has been doing to promote the development of tourism and culture sectors in terms of a new partnership. During the 1990, thanks to the “win-win” policy, Cambodia achieved not only national unity, national sovereignty, territorial integrity and full peace, but also high and sustainable average economic growth rate 7.7% per annum. Following the growth of 7.2% in 2014, Cambodia’s economy is projected to grow not less than 7% in 2015 and in the medium term.

Cambodia’s optimistic growth projection clearly reflects the development of sectors that are a key to economic growth such as agriculture, tourism, garment and construction. Tourism, known as Green Gold, has experience significant progress. In particular, in 2014 Cambodia received 4.5 million tourists, an increase of 5.9% compared to 2013, and USD 3 billion in terms of revenue. The number of inbound tourists is projected to reach 5 million in 2015. The projection for 2020 is 7.5 million inbound tourists that generate USD 5 billion in terms of revenue and 80,000 jobs. In addition, Cambodia’s tourism campaign of *Cambodia: Kingdom of Wonder* and the competition

movement of *Clean City Clean Resort*, *Good Resort* have greatly helped to promote Cambodia's prestige in the region and the world.

Along with this, Cambodia is open to tourism businesses by promoting fair competition, introducing policies for supporting the tourism development such as open sky policy, diversifying tourism products, and creating legal framework for the tourism sector and so on. Truly, the tourism sector is not only a socio-economic sector that helps sustain growth, create jobs and reduce poverty, but is also considered an important factor that supports regional integration. In addition, the Royal Government of Cambodia remains committed to further developing the tourism sector into "Culture and Nature Tourism". It is undeniable that Cambodia is an important attraction of culture and nature tourism in the region, thanks to Angkor Wat and other intangible heritage such as cultural arts, traditional dances, dramas, sculptures, people's friendly lifestyle and Khmer cuisine, etc.

These special features together with Cambodia's beautiful beaches, green and natural forests and the core of naming the country *Cambodia: Kingdom of Wonder* or in other words, *Kingdom of Cambodia is a Kingdom of Culture and its Culture is its identity*.

Going forward, to build a new partnership and a new pillar through the linkage of tourism and culture sectors to help achieve post-2015 development agenda, we need two parallel components, viz., enhanced competitive advantage of the culture tourism destinations and sustainability of the development of culture tourism. To achieve this, we need to understand opportunities and challenges in the tourism and culture sectors, creation of new models of partnership and governance, and policy recommendations at cross-sectorial level to promote the development of tourism and culture sectors, which is the topic of discussion in this conference.

Overall, the use of cultural heritage resource vastly benefits the development of the tourism sector. In fact, culture tourism accounts for around 80% of Cambodia's tourism sector, a clear indication of Cambodia's extensive experience in culture tourism affairs. To this end, we also note some challenges to the sustainable development of culture tourism, such as lack of cooperation and coordination between stakeholders, lack of development and management planning, insufficient human resource, limited public awareness on tourism and culture sectors and soon. In this sense, I would like to contribute some ideas based on the concept "Think Globally, Act Locally" to the conference as follows:

- First, intensified effort to promote the joint role of the tourism and the culture sectors in promoting economic growth and ensuring equitable distribution of the growth fruits. We must be well aware that culture tourism is not just a product that generates revenues, but also contributes to socio-economic development since culture tourism development will also benefit community development, enhancement of local people's living standards and local development. This points out that appropriate and responsible use of cultural heritage for the development of tourism will create new job opportunities and income for local communities;
- Second, tourism and culture sectors for the protection of heritage. When a heritage place is inscribed on the list of World Heritage Sites it will enhance the country's prestige and global acknowledgement in addition to being a tourist attraction. Therefore, the conservation of cultural heritage will contribute to sustainable tourism development. In this sense, to ensure the development is based on the principle of sustainability and continuity in line with the concept of "conservation for development and development for conservation", it is necessary to manage it vigilantly raise awareness among tourists and local people and

- coordinate between the cultural conservation and tourism development through introducing clear legal and institutional frameworks, promoting the use of IT and modernization in the development of cultural tourism as well as the management of heritage sites;
- Third, tourism and culture sectors must be united to promote competitive advantage of tourism attractions and the culture of peace. The development of cultural tourism will help strengthen the relations between tourists and local people, promote mutual understandings, enhance friendship and solidarity, and raise the pride as well as the cultural identity of local communities. Thus, I strongly encourage the development of community tourism in all cultural tourism destinations to provide new job opportunities, knowledge and experience to local people to make the tourism sector a dynamic force of peace, cooperation, friendship, solidarity and mutual understanding among peoples of the world; and
  - Fourth, respective national effort to promote the sustainable development of cultural tourism. We need to include four fundamental concepts as follows:
    1. Promoting investment in and development of creative and memorable cultural tourism products along with enhanced market assessment and advertisement;
    2. Strengthening the quality of cultural tourism products and building human resources in the cultural tourism sector;
    3. Using innovative technology in the tourism and culture sectors; and
    4. Enhancing the relationship and partnership between tourism and culture sectors.

May I take this auspicious opportunity to request the Ministry of Tourism and Ministry of Culture and Fine Arts as well as the Ministry of Industry and Handicraft, development partners and the private sector to give attention to facilitating people's involvement by setting up a national programme aimed at encouraging new ideas and creativity to produce new cultural tourism products that showcase the culture and traditional lifestyle as well as traditional dances, and food of different regions. In addition, I call upon the capital and provincial authorities to develop their own tourism development strategy and organize tourism events in their respective administrative zone based on principle of partnership between tourism and culture such as the *Angkor Sangkran* event organized by the Unions of Youth Federation of Cambodia.

In this spirit I call for the assessment of the possibility to create a National Consultation Group for promoting the development of Cambodia's culture tourism with participation from relevant ministries, organizations and private sector, as well as from UNESCO and UNWTO as the partners of the technical consultation. In addition there will be capital/provincial tourism development councils to gather sub-national administration, private sector, potential investors, donors, educational institutions and relevant experts in the capital and all provinces.

Taking this opportunity, I would like to appeal to UNESCO and UNWTO to continue to provide cooperation and support to the establishment of such a pilot inter-woven inter-institutional structure in Cambodia.

I believe that the discussion in this conference will produce fruitful results and bring us closer to the Millennium Development Goals and Post-2015 Development Goals through the linkage between culture and tourism sectors. The Royal Government of Cambodia strongly believes that responsible and inclusive development of tourism will contribute to the conservation of heritage assets and add value to tourist destinations, therefore the contribution of the culture and tourism sectors to the realization of the post-2015 development agenda.

Moreover, I believe that this conference will help enhance the joint effort to build a new partnership between tourism and culture, which will explicitly reflect your high responsibility, effort and determination to promote the sustainable and responsible development of the tourism sector, especially culture tourism, for the cause of global economic growth. At the same time, I call on all participants to share your knowledge and experience in order to come up with a new Siem Reap statement on tourism and culture.

I would also like to appeal to relevant local and international organizations to forge closer cooperation to develop a brilliant, robust and sustainable cultural tourism sector that inclusively benefits all the people.

Before ending my remarks, once again, I would like to extend my warm welcome and appreciation to your presence in this event. I wish you all the most pleasant and memorable stay in this marvellous city of Angkor and I hope you will bring back to your countries the good memories of Cambodia: *Kingdom of Wonder*.

Finally, along with the declaration of the opening of the World Conference on Tourism and Culture, under the theme of Building a New Partnership, I wish Excellencies, Ladies and Gentlemen happiness and prosperity. May the conference be conducted successfully and provide fruitful outcome for common benefits of the development of tourism and culture and eventually the socio-economic development of each country.

**Speech by H.M. Preah Bat Samdech Preah Baromneath Norodom Sihamoni**

King of  
the Royal Kingdom of Cambodia

*Welcome speech addressed during the Gala Dinner.*

Samdech, Excellencies, Lok Chumteav, Ladies and Gentlemen, Distinguished National and International Guests,

It is a great pleasure for me to be here with you all at the Gala Dinner reception of the UNWTO/UNESCO World Conference on Tourism and Culture which collaborative organized at the first time in Siem Reap, home of Angkor Wat, the heritage of humanity. I am very grateful with all my heart for having come so joyfully in such significant gathering of high dignitaries and distinguished delegates from around the world.

I would like to express my sincere thanks and highly appreciate the initiatives and efforts of His Excellency Dr. Taleb Rifai, Secretary-General of UNWTO, Madam Irina Bokova, Director-General of UNESCO and Samdech Akka Moha Sena Padei Decho Hun Sen, Prime Minister of the Royal Government of Cambodia in organizing this auspicious event of culture and tourism. This important event reflects the spirit of international cooperation in order to strengthen the links between culture and tourism, the mutual understanding, safeguarding cultural heritage and sustainable tourism.

As you may know Angkor complex is the most cultural and historical attraction in Cambodia. Cambodia is truly proud of much cultural heritage and prosperous civilization left from the ancestors and it should be well noted that the world acknowledges these outstanding universal values. In this regard it is very important to preserve this priceless heritage for future generation.

When I am here at this elephant terrace where the kings always used to celebrate various royal events and ceremonies in the former time, I can see from here the Bayon Temple built by the famous King Jayavarman VII and the face of Bodhisattva Avalokiteshvara (Buddha of great sect) with smiley compassionateness and deeply calm sympathy.

I remember the pioneering role played by the later august King Father Preah Bat Norodom Sihanouk, Preah Borom Ratanakoth who appealed for support as Angkor was in danger in 1989, then the country was still in the conflict of civil war. After then, Angkor region was inscribed in 1992 on UNESCO World Heritage List and in 1993 the Tokyo conference established the International Coordination Committee for the Safeguarding and Development of the Historic Site of Angkor – ICC-Angkor – an initial focus on safeguarding endangered monuments, while opening the site to national and international tourists. Taking this opportunity, I would like to thank for all international supports and the efforts in conserving and preserving monuments.

Samdech, Excellencies, Lok Chumteav, Ladies and Gentlemen, Distinguished National and International Guests,

The management and development of tourism are linked together with the conservation of the heritage. According to the Royal Government of Cambodia tourism sector has grown in a steady rate over the following 20 years in context stability and economic development. This result has shown the strong cooperation commitment between culture and tourism and to further promote as a driver for sustainable development.

Angkor Wat which literally means “City of Temple” was actually the name of the main temple, not the entire complex. There are thousands of big and small ancient temples with unique different style of architectural wonder which are priceless heritage of the Khmer Nations throughout Cambodia. The complete temples area which is situated on the plain of present-day Siem Reap province north of the Tonle Sap, the Great Lake of South-East Asia is rich in resources and has great potential economy since Angkor period. This area was known only as Angkor and served as the seat of the Khmer Empire until the 15th century. Although there is no detailed document, some tourists feel that Angkor Wat is such a magical place with hideous mystery as it is a place where all temples have their own power associating with positive thoughts, calmness, strength and energy. Angkor Wat never loses its wonder and magic.

Samdech, Excellencies, Lok Chumteav, Ladies and Gentlemen, Distinguished National and International Guests,

I have learnt that the timely conference of two days brought together many high levels in culture and tourism for dialogue and discussion with the objective to identify key opportunities and challenges for a strong cooperation partnership and address wide range topics to build a positive dynamic of culture and tourism.

With unique experience and global vision, UNWTO/UNESCO have an important contribution to make in helping societies and communities to strike the right balance. Based on dialogue and stakeholder cooperation, the conference will provide a strong collaboration and building a new partnership between culture and tourism for sustainable development.

In the days ahead, may the conference, together, deepen and enrich the work of cooperation and solidarity. And in these great hopes, Excellencies, Ladies and Gentlemen, I wish you all every success and an enjoyable stay in Cambodia.

Thank you.



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## Keynote speech

**King Simeon II**

Former Prime Minister,  
Bulgaria

First and above all, I wish to thank UNWTO and UNESCO, as well as our Cambodian hosts for having invited me to address such an impressive and select audience. The joint action of these two prestigious organizations is in itself of utmost importance because their field of activity is of global scale, and uniting their efforts becomes even more so! National culture and tourism authorities must work hand in hand. If to this we add the theme which has drawn us here Building a New Partnership, we are truly motivated. Yes, indeed, because having in mind the Hangzhou Declaration of 2013 and last year's Florence Declaration, we realize how much can be achieved to enhance, protect the universal cultural heritage, and make this world a safer place to travel in.

As one of the three living Heads of state from World War II which incidentally dates me I must share with you what first came to my mind when reading about culture coupled to tourism: this was peace, harmony, mutual understanding.

Having experienced the horrors of war as a child, peace is very dear to me as it probably is to those of you who come from war-torn parts of the world. If for instance Australia, Canada, the European Union, Japan or the United States of America, just to mention a few countries enjoying peace, all of us must do our very best to increase the number of what I call "fortunate countries", those you visit without fear of conflict.

The sole fact that more than one billion international tourists travel the world annually, underscores the importance of what brings us to Siem Reap. Without in any way demeaning "mass tourism" which is equally important, I sincerely believe that we should concentrate on how to encourage and strengthen cultural tourism. The list of archaeological, historic, architectural or artistic sites of the globe is fortunately long. We must promote culture-conscious travelling, whether for leisure or in quest of some specific destination.

You will allow me to pick my own country, to illustrate what I just mentioned a moment ago. Bulgaria welcomed almost five million tourists in 2014. The majority of visitors aimed for the beautiful Black Sea coast during the summer season and in winter for our fine skiing slopes. This has a positive effect on economic growth and on the national budget. I believe that a resolution should be adopted by this conference to earmark in every country a percentage of the income from tourism directly to the respective ministry for its specific needs. In Bulgaria there are several rich archaeological sites dating from various civilizations, monasteries, and artistic treasures

which would then be properly looked after. Such a cultural array is obviously similar to other countries, equally conscious of their potential and eager to develop it. Well aware of the positive side benefits and opportunities, I would like to mention three examples, guided by my personal experience and observations:

1. Regional integration by neighbouring countries, with similar “products”, becomes far more attractive through partnership. For visitors from distant places, travelling to Bulgaria alone is likely, but not quite realistic. Now, if we have a package covering Sofia plus Athens plus Istanbul, chances for major international tourism operators to advertise this attractive tour, become obvious;
2. Another innovative approach and rapidly increasing for well-to-do travellers, is a combination of health, nature, sport and culture. These active tourists go trekking, mountain climbing, surfing, in an appealing, exotic environment, with archaeological monuments. Peru is an example for this. Just imagine all the benefits for the local rural population and let us not forget that this tourism is neither invasive nor massive; and
3. The ever growing trend of “staying with the locals” in search of peace of mind, sharing their daily life, learning local customs, gastronomy even oenology, climate permitting. The Santiago de Compostela spiritual route with or without pilgrimage and the Silk Road are good examples. Here again the positive collateral effects of getting to know and understand different cultures is a good way to build bridges between diverse societies. Direct personal contact creates affinities, friendship, and often emotional bonds, reducing prejudice and eliminating negative legends. Closer cooperation between tourism and culture is a must in my opinion and a boost for the local markets, handicrafts, and souvenirs, job-creation for small and medium enterprises, which prevents rural migration.

Each one of us feels proud of his or her national cultural heritage. Personally to me, having been exiled and a refugee for half a century it has an additional value: securing of one’s forbears’ roots, i.e., tradition. A bond which automatically leads to conservation, upkeep and a purpose to pass all this on to the coming generations. Safeguard and embellishment of a tangible or intangible heritage, should also be assigned to NGOs and community groups.

I could point out many more considerations because I firmly believe in the huge benefits from well managed tourism as a vehicle for cultural exchange, but I will leave this to the experts among us, whose views are more authoritative than mine.

In conclusion, I would like to say that I am humbled by the task laying ahead of you! Promoting peace and understanding, securing a higher standard of living, bonds of friendship in a world with too much aggressiveness, hatred, inequality and prejudice, is absolutely vital. Let us ensure that cultural tourism will be on the international community’s agenda in view of the new Sustainable Development Goals.

Today we are fortunate to be next to one of the world’s grandiose archaeological and religious sites, so let it be an inspiration to draft the right resolutions.

**H.R.H. Prince Sultan bin Salman bin Abdulaziz**

Chairman of the Board and  
President of the Saudi Commission for Tourism and Antiquities, Saudi Arabia

Saudi Arabia is distinct for its diverse wealth of cultural heritage in every corner of its parts, boosting it to the forefront of civilized nations. Such wealth plays a significant role in the building of international peace and security, enhancing human brotherhood among all nations of the world.

The Custodian of the Two Holy Mosques King Salman bin Abdulaziz, May God protect him, inspired the first efforts to care the national heritage with his continuous call for continued extensive studies in heritage, and heritage sites. He acknowledges that this nation is a part of an ancient civilization, not new to history, and its strong hand across Islamic, economic and political levels, in addition to the excel of its people in various fields is not a new feature. The antiquities and heritage in the nation both prove and stress the effective role of people in Arabian Peninsula over the ages.

Our heritage is a part of world heritage, and a significant part of Saudi Arabia's national identity. Saudi citizens are keepers of Saudi Arabia's deeply-rooted culture. Its tangible cultural heritage, antiquities and heritage are the basic source of features of the Arabian Peninsula civilization. The issuance of Antiquities, Museums and Urban heritage Statute approved by the Cabinet secures the protection of national heritage.

Saudi Arabia is currently undergoing a significant change in antiquities and heritage field and there are currently 30 Saudi teams working alongside international missions in archaeological and heritage sites in Saudi Arabia, in addition to collaboration of the Saudi Commission for Tourism and Antiquities with a number of local and international organizations specialized in excavations.

The Saudi Commission for Tourism and Antiquities is working alongside its stakeholders on the rehabilitation and development of 120 archaeological sites, more than 70 palaces and ancient castles, and the construction of new regional and specialized museums under the National Antiquities and Heritage Project across various provinces of Saudi Arabia.

The efforts of Saudi Commission for Tourism and Antiquities in the care of cultural heritage, highlighting it on various levels, and its continuous interest in facilitating it across all cultural, social, and economic fields, in addition to linkage to tourism and support of national economy and comprehensive development efforts in the nation.

Emphasizing the significance of the King Abdullah Project for care of the Cultural Heritage as per its comprehensive vision to revive and invest in cultural heritage, resulting in the significant change, and connecting it to the tourism industry. It comes as the culmination of Saudi's efforts in the care of national heritage.

The mission of the King Abdullah Project for care of the Cultural Heritage is to build a national memory that is proud of Saudi's cultural heritage.

The Saudi Commission for Tourism and Antiquities takes extensive efforts to highlight this heritage through the cultural heritage awareness campaign, and positive implications both in and outside Saudi Arabia.

Saudi Arabia is currently implementing numerous programmes to renovate historic city centres, heritage towns and villages, and traditional markets. The government is providing financial aid for those wishing to renovate heritage buildings and invest in state owned heritage buildings.

Our heritage is a significant pillar of tourism development given our acknowledgement that sustainable tourism makes up a significant source of employment opportunity, a great engine of development, and a means of which heritage can be protected and effectively utilized with the objective of transforming it into an attraction contributing to social interaction and communication among communities.

The recent accession of Historic Jeddah into the World Heritage List, selected by UNESCO's World Heritage Committee as well as the previous induction of Mada'en Saleh and Historic Der'eya sites reflect international acknowledgment and recognition of the significance of historic and archaeological sites in Saudi Arabia and their international status.

The Cabinet has approved the Commission's request to register ten sites into the UNESCO World Heritage List, namely Rock art at Hima Well in Jazan Province, Fao Village in Riyadh Province, Ahsa Oasis, Egyptian-Hajj Route, Levant – Hajj Route, Zubaidah Route, Hejaz Railway in Medina, Der' District in Doomat ElJendal, Thi Ain Heritage Village in Baha Province, Rajal Elme' Heritage Village in Aseer Province. Urban heritage has become a huge national project lead by the state with contribution from all social institutions.

The handicraft sector in Saudi Arabia is a fruitful economic sector with more than 20,000 workers. The National Programme for Development of Handicraft and Handmade articles Industries by the Commission develops artisan skills through the Qualification and Development Programme utilizing multiple international expertise.

The National Strategy for Craft Development has identified 44 classified crafts in Saudi Arabia. Through the King Abdullah Project for care of the Cultural Heritage, we seek to integrate these crafts into other segments of the project such as urban heritage sites.

The handicraft sector and handmade articles industries offer great investment opportunities through the making, development and marketing of craft products, in addition to other support activities such as the provision of raw material and resources, training and quality control.

The National Strategy for Craft Development has highlighted the urban, cultural, social and economic significance of handicrafts, its contribution to national income through the stimulation of production and promotion generated from its added value, as well as its availability to all social segments, males and females.

The Commission has succeeded in achieving social engagement for its integrated efforts with all public and private agencies.

The Saudi Archaeological Masterpieces Expos open a window to the history and culture of Saudi Arabia, and enable its visitors to acknowledge that we do come from a deeply-rooted culture, and the fact that our country stands on the shoulders of great civilizations and ancient cultures, of which we are very proud to reveal to people.

The expos aim to show the world that Islam was not revealed on a vacant land or desert or to a people that were mere herders. Islam was revealed to a great civilization and numerous ancient cultures in a crossroads of many trade routes in Arabia Peninsula that bustled with trade caravans. Such activities left their mark on people in Saudi Arabia.

Islam, once revealed, did not neglect or marginalize other previous cultures, but respected them and kept them as an example of continued tolerance.

The values of the Saudi people and its leadership are what emphasize Saudi's status in the world and among its nations. The nation is a crucial member of the G20 and a strong ally to a great nation such as the United States of America.

Everyone is well aware of the three dimensions that Saudi Arabia is distinct for, and that form its identity to the world; religious, political and economic dimensions have a strong impact internationally. However, there is another dimension that is not obvious but on a small scale; the cultural dimension which this expo is aimed at exposing, and highlighting to the world, so that this highly valued heritage shows the status it deserves historically and culturally.

### **Attention of the Kingdom leadership towards the cultural heritage in Saudi Arabia**

The cultural heritage has received a number of historical decisions regarding Islamic history sites in Mecca and Medina, also the Royal Decree was issued to approve the King Abdullah project for care of the cultural heritage as a nationally significant historic projects.

National history also gets great care of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz.

The Council of Ministers has issued a decision in its meeting held in 2014 to approve the new system of monuments, museums and architectural heritage.

King Abdullah project for care of the cultural heritage – one of components of a comprehensive development programme.

Due to the nature of the tasks carried out by the Saudi Commission for Tourism and Antiquities at the present time, there was a need to create a new management approach to manage, evaluate and follow-up the works of Commission in order to strengthen its role and make an essential and impressive move in tourism industry as well as protect and develop the national heritage that contributes to promote the economic and social impact and increase the availability of labour opportunities and attract investment, makes sure the integrity of Commission's initiatives and its projects undertaken by other agencies to achieve the overall strategic objectives for the development of national tourism.

Therefore, the Saudi Commission has initiated this approach under the name Comprehensive development programme.

## Definition of the project

The Saudi Commission for Tourism and Antiquities has proposed the King Abdullah project for care of the cultural heritage and submitted this initiative to His Majesty. Based on the Order No. 42779 dated 29/08/2011, the Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz, May God have mercy on him, directed to form a committee of government ministries in addition to the King Abdulaziz Foundation for Research and Archives, the Saudi Commission for Tourism and Antiquities, to study the proposed project to His Majesty containing the adoption of historical project under the name King Abdullah project for care of the cultural heritage of the Kingdom of Saudi Arabia.

The mentioned Committee held several meetings ended up supporting the Commission's proposal for adoption of the Custodian of the Two Holy Mosques – May God have mercy on him – “King Abdullah project for care of the cultural heritage of the Kingdom of Saudi Arabia”. This project was completed within three years and supervised by the Saudi Commission for Tourism and Antiquities.

Achieve protection, knowledge, awareness, attention, rehabilitation and development of components of the national cultural heritage and make it a part of citizens' life and memory; emphasize on its pride and activation within the everyday culture of the community; connect the citizens with his homeland by making the heritage a livelihood component and achieve essential move in its care and link it to the tourism industry, contributing to the overall economic development.

### Firstly: promote and protect cultural heritage in Saudi Arabia

If we manage tourism properly, it can be a major impetus in protecting and promoting cultural heritage and enhancing the knowledge of citizens and residents about Saudi Arabian history and the epic of its foundation to enhance the pride of heritage benefits for local communities; provide appropriate protection for cultural heritage components and display it locally and internationally as well as restore what was transferred abroad illegally. Therefore, the Saudi Commission for Tourism and Antiquities, through the King Abdullah project to develop the cultural heritage of the Kingdom, has set a progress to record and protect monuments and archaeological research and exploration in all regions of the Kingdom. The functions of this progress can be summarized as follows:

- Registration of archaeological sites and related works to archaeological excavation and research as well as places related to the composition of the local culture;
- The protection of important archaeological sites from infringement and vandalism;
- Employment of archaeological sites to emphasize the culture of societies and its associated historic biographies; and
- Promotion of awareness and cultural and historical dimension of these sites for academic interest and linking national heritage learners with national based on intangible heritage and reliable historical information.

This progress focuses on the following orientations:

- Building monitoring systems of archaeological sites;
- Implementation of effective monitors programme;

- Recording national heritage and antiquities sites at the national level;
- Trading pieces of antiquities and folk crafts;
- Execution of royal instructions concerning the Islamic historical sites;
- Development of academic research and publication; and
- Expansion of programme to restore monuments inland and abroad.

### **Secondly: living communities and creative industries**

Tourism means the cultural living experiences in Saudi Arabia. The creative industries, such as performing arts, crafts, architecture or design plays an increasing role in the formation of a unique experience for visitors, while tourism promotes innovation and exchange of experiences that develop creative industries and provide social and economic benefits to local communities. In this area, the Saudi Commission for Tourism and Antiquities established a progress for the development of handicrafts industries; arrange and develop handicrafts industries to become a tributary of the national economy, contributing in provision of employment opportunities for the citizens, as well as increase income and highlight the heritage, provide competitive and marketable products within and outside the Kingdom. The development in this progress focuses on:

- Expand handicraft production centres in all regions and provinces;
- Place more handicraft production and marketing centres in archaeological and heritage sites;
- Speed up the adoption of handicraft system and its regulations;
- Update crafts, classified and covered craftsmen by the system;
- Work on provision of features offered by the system for craftsmen even before the adoption of the system;
- Focus on providing outlets and mechanisms of craft products marketing;
- Provide mechanisms to develop the approach;
- Expand the presence of a skilled programme in the areas; and
- Develop appropriate mechanisms to finance, operate and invest in economically viable Saudi Arabian handicraft industries for small and major projects.

### **Thirdly: community communication and promote development through cultural progresses**

Cultural progresses provide important opportunities for tourism development, regional integration and economic development, at the same time enhance the activation and promotion of cultural and economic ties on the national and international levels. Therefore, the Saudi Commission for Tourism and Antiquities established and rehabilitated and equipped museums and archaeological sites in the regions and provinces so that they become cultural landmark to the legacy of those areas and show its distinguished cultural and architectural impetus. They present antiquities of the region and its histories according to the chronology of beginning of prehistoric times and the emergence of early civilizations in the region to modern era including traditional crafts and industries, taking into account the universality in the definition of history of the region through the creation and rehabilitation of archaeological sites and historic roads and their functions in the overall development, the creation and development of museums in the regions and provinces and its operation, programmes and exhibits aimed to different categories and ages of visitors to museums, in addition to rehabilitation and operation of historic buildings and palaces of the state during the reign of King Abdulaziz – God bless his soul – and turn it into a cultural centre to display the stages and the history of the national unity as well as linkage extent of these sites to epics and sacrifices made by the people of this nation to achieve national unity.

This progress aims to:

- Document information of pieces of antiquities and heritage buildings as well as works related to cultural heritage of the Kingdom of Saudi Arabia and places where important historical events took place in course of construction of the Kingdom;
- Protect and employ architectural heritage sites to highlight the culture of communities and its associated historical progresses through the rehabilitation and development of these sites as specialized museums; and
- Promote awareness and cultural and historical dimension of these sites for academic interest and linking national heritage learners with national based on intangible heritage and reliable historical information.

#### Fourthly: cultural tourism and urban renewal

More than half of the world's population lives in cities, where they witness the rapid growth in scope of tourism in urban areas. Tourism in urban areas can play an important role in preserving the cultural identity and economic recovery in addition to enrichment of life in the cities. To enhance the role of cities in urban development, the Saudi Commission for Tourism and Antiquities, through the National Urban Heritage Centre and the King Abdullah project for care of the cultural heritage of the Kingdom of Saudi Arabia, directed and focused their attention towards cultural sustainable development of the heritage towns, villages and mid historic towns and heritage markets, maintaining its urban and architectural features by establishing progresses to preserve the architectural heritage sites which aims to preserve the architectural heritage sites linked to the heritage of the country, document, develop and highlight the value of civilization, through:

- Show the cultural value of national architectural heritage in fostering Islamic and Arab Saudi culture;
- Build institutional system concerned with heritage and urban development in accordance with the available resources in the Commission;
- Establish a national experience house in restoration technology of traditional local materials and rehabilitation of heritage sites;
- Revive architectural heritage sites within the concept of sustainability;
- Develop architectural heritage at the local level;
- Build social awareness of its cultural value as a source of renewed economic;
- Develop of professional and practical solutions to the problems experienced by the national architectural heritage;
- Document information of valued architectural heritage sites and buildings;
- Protect architectural heritage sites and preserve it through rehabilitation and development and employment for its development;
- Link urban heritage sites with culture of the local community and re-embrace the culture to the life of the site; and
- Promote awareness and cultural and historical dimension of the architectural heritage sites.

This process focuses on:

- Development of the national plan for urban heritage including comprehensive basic progresses: architectural heritage register, training and rehabilitation, development and promotion, restoration and development of construction techniques, partnership and society, education, finance and investment, administration and operation;
- Identification of priorities for development of urban heritage sites at the district level;

- Completion of the operational plan for the national architectural heritage register and adopted classification, completion of registry of elements and components of buildings and sites;
- Activation of partnership provisions with municipalities and universities according to the terms of practical programmes of action, and with the Commission's sections complementarily;
- Institutional development of the Architectural Heritage Centre and activation of units of the areas and municipalities management in addition to specialized capacity building and support centre with advisory contracts for studies, implementation and supervision;
- Development of local expertise for the restoration and traditional construction of materials and methods of development and supervision;
- Support for efforts of owners ' architectural heritage and enable them by funding and expertise efforts according to a systematic methodology;
- Rehabilitation of architectural heritage contractors and development of restoration techniques by traditional materials;
- Development of urban and architectural studies for projects of architectural heritage; and
- Activation of strategy to re-embrace the culture to the life of the site through the financing, operation and investment in a number of tourism and craft and heritage investment that is economically feasible in urban heritage sites.

**Mr. Tariq Al-Ansari**

Chief of Cabinet of the UN High Representative for the Alliance of Civilizations,  
on behalf of the UN High Representative for the Alliance of Civilizations

It is a great pleasure for me to participate in the UNWTO/UNESCO World Conference on Tourism and Culture: Building a New Partnership, and particularly to deliver a message on behalf of His Excellency Mr. Nassir Abdulaziz Al-Nasser, the United Nations High Representative for the Alliance of Civilizations.

I start by transmitting the UNAOC's respect to His Majesty the King of Cambodia and his government, as well as to the people of Cambodia and the city of Siem Reap, for hosting this very special conference. We also appreciate the efforts of UNESCO and the World Tourism Organization and thank them for inviting the Alliance of Civilizations to address this occasion.

The United Nations Alliance of Civilizations has solid partnerships with both UNESCO and UNWTO since our organizations have common objectives in promoting dialogue and understanding across cultures as essential instruments for peace and prosperity. The High Representative himself is in constant contact with Mr. Rifai and Ms. Bokova to coordinate and complement the efforts between the 3 organizations. Our support to and engagement with both organizations is priority on UNAOC's agenda.

We gather here today to strengthen the connections between tourism and culture and the socio-economic opportunities they provide for human sustainable development.

There couldn't be a more splendid place than Cambodia for this conference, with its wealth of ancient cultural sites and its centuries old tradition of art. Cambodia has magnificent sites on the UNESCO World Heritage List, such as Angkor Wat Temple and Preach Vihear Temple. The Royal Ballet of Cambodia is another sign of historical legacy.

UNAOC was created to galvanize international action towards a core understanding among nations regardless of differences in religion, history, background or culture. International stability requires that people of different cultures find ways to respect and tolerate each other's beliefs and values. UNAOC is the expression by the international community of the need to address such issues, to act as soft power: a preventive diplomacy in the face of ideological threats to our global peace and security. Our activities are essential to support economic growth and human development for all.

Since its inception, UNAOC has brought together an influential network of political and corporate leaders, civil society activists, youth, journalists, foundations, international organizations, and religious leaders to agree on joint actions for improving relations across cultures, combating prejudice and building the conditions conducive for long-term peace, human rights and development.

We spearhead programmes, which aim at facilitating these goals through a series of programmes and projects in the area of youth, education, media, migration and religious mediation.

Youth must be taught the culture and benefits of diversity and coexistence; education is a basic human right that is needed to open the minds and heart to accept the others; media is a tool that should be used to spread the message of peace, not the messages of insult, hate, discrimination, xenophobia and incitement; migration is the first phenomena of globalization that began thousands of years ago and it should be conceived as a prospect for development, not a problem.

On the other hand, tourism, more than ever, plays an essential role in helping people of different cultures to understand each other and eliminate cultural barriers. Millions of people travel across the globe every day to discover and share each other's cultures. Tourism provides a means for people from different cultures and religions to know and understand each other. Sustainable tourism can create opportunities for visitors and local communities to share cultural experiences and open the minds of the visitors and the hosts to appreciate the importance of diversity for the sake of advancement of humanity.

I am pleased to see that the conference brings together professionals of the tourist industry to find ways to expand sustainable tourism, create jobs while promoting standards for the respect of sites, craft industries and art forms that are part of the cultural, religious and social identity of the people who have been living around these sites for centuries.

The growth of tourism industry between developed and developing countries can provide great potentials for growth and development, if regulated in accordance with laws and ethics to protect human rights from exploitation. We cannot underestimate the importance of sport values as well, which became a focus area to the work of the alliance since it can easily pass the culture of peace to all peoples around the world, like music and arts as well.

Therefore, sustainable tourism is essential for carrying these human expressions around and within different nations and cultures.

Let us continue to work together for the benefit of all and discuss how to build a renewed sense of commitment and partnership through tourism and cultural exchange, knowing that forging and strengthening global partnership for sustainable development is advancing towards the implementation of the post-2015 development agenda.

In conclusion, the UNAOC supports Siem Reap Declaration and wish all of us a very successful meeting.



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## Ministerial Dialogue

The Ministerial Dialogue addressed the policy and governance framework necessary to foster a new collaboration model between tourism and culture.

Over 40 ministerial representatives from the tourism and culture sectors from all regions of the world gathered on the conference podium to discuss this important topic.

Representatives were present from Algeria, Argentina, Armenia, Azerbaijan, Bahrain, Bangladesh, Cambodia, Cameroon, China, Colombia, Cote d'Ivoire, Czech Republic, Guinea, India, Japan, Lao People's Democratic Republic, Lithuania, Macao SAR, Malaysia, Myanmar, Namibia, Oman, Paraguay, Philippines, Republic of Korea, Republic of Rwanda, Russian Federation, Saudi Arabia, Senegal, Seychelles, Spain, Sri Lanka, Sudan, Swaziland, Thailand, Togo, Turkey, United States of America, Viet Nam and Zambia.

The below summarised the main conclusions arising for the following questions:

To all panellists:

- Do you think your countries, your policies, protect the tourism icons of your country adequately? Do you think tourism icons in your country are adequately protected as of now?;
- Is there any panellist who thinks that action has to be taken? The Indian delegation talks about symbiotic relations. Do you think there are more needs to protect the intangible culture?;
- You say you have the rules and regulations of sustainable tourism. You have rules but can you implement and enforce these rules?;
- What do you need from the international community as a new emerging country in the world to help you protect your culture and heritage?;
- There is a model recently like in Italy where private companies will do restoration work for a percentage of the tickets to go and see that monument? ;
- This is a question to the floor about commercial degradation of the cultural areas and the intangibles. Is there anybody here who can tell me how does their country deal with this issue? How they keep the environment and teach people respect about those cultures?;
- Educate rather than legislate?;
- What does tourism need from culture and what does culture need from tourism?; and
- What are some of the challenges that have to be overcome when it comes to protecting culture from tourism?

To specific ministerial representatives:

- As country which it sees, if not, one of the biggest influxes of people over small amount of time, what is the value of this trip for you? (To Prince Sultan of Saudi Arabia);
- What does the Hajj do for protection of culture and cultural icons in Saudi Arabia? (To Prince Sultan of Saudi Arabia);

- Value of this gathering? (To Minister of Cultural Affairs of Bangladesh);
- What do you hope to achieve? (To Sub-secretary of Tourism in Argentina); Do you find it surprising it has taken 2015 to pull it all together so we have a meeting like this? Or is it an idea whose time has now come or it has been coming for long time? (To Sub-secretary of Tourism in Argentina);
- What do you want to see happen at this meeting and what do you want to share? (To Minister of Tourism and Handicrafts in Algeria);
- What are you hoping to achieve from this? (To First Deputy Minister of Culture of Czech Republic);
- What they are looking for to come for this meeting today, what they hope they will get from this, what they hope this meeting will get from that? (To Minister of Tourism and Antiquities and Wildlife in Sudan);
- Tourism and how it's keeping culture alive? How is it protecting culture here? (To Minister of Tourism in Cambodia);
- The need to protect culture through tourism, and by culture we are talking about intangible. Please lay off the discussion? (To First Secretary of Culture in India);
- Protecting those fragile assets, who does it? What would you want UNESCO to do? (To Minister of Tourism and Culture in Seychelles);
- Does heritage help young people get jobs? Does that help community economically by sticking to that heritage or do you have to look at something else to generate for it? (To Minister of Tourism and Sports in Thailand);
- Whose responsibility is to educate those children? Does it come from the government (top-down) or does it come from bottom-up? (To Minister of Tourism and Sports in Thailand);
- How tourism works for protection or in the case of Morocco does not (To Minister of Tourism in Viet Nam);
- How is Myanmar planning to protect its cultural heritage and its culture from a lot of people who want to get in there and a lot of people who want to make money (To Vice-Minister of Tourism and Hotels of Myanmar);
- Relating to Myanmar what do you see and what do you think is UNESCO's role in developing Myanmar's tourism and heritage sustainability (To Assistant Director-General, UNESCO);
- How do you effectively promote culture on both the tangible and intangible? Is it a homogenous project or is it fairly different from each other? (To Deputy Minister of Culture in Armenia);
- Why merging tourism and culture ministries didn't work? (To Minister of Culture and Communication of Senegal);
- You talk about the money raised through tourism going back to World Heritage Sites. What percentage of this taking is invested back in preserving these monuments? (To Minister of Culture in Namibia);
- What are the biggest problems and challenges you face when protecting culture through tourism? (To Deputy Head of Tourism in Russia);
- Could you talk about the partnership of tourism and culture and what are the principles of making partnership between tourism and culture work? What does it take to have an equal partnership between these sectors? (To Deputy Minister of Tourism in Guatemala);
- Where tourism and culture are already working together as one? And where country project and initiatives are coming in together? (To the representative of the Ministry of Tourism in the Philippines);
- Macao has been very successful in the gambling industry but it is also very rich in culture. How are you managing to bring in the cultural side of this destination when there is such

a force in the gambling and leisure industry? (To Secretary of Social Affairs and Culture in Macao, China);

- What sort of government policies do you have in place to ensure closer collaboration between tourism and culture? (To China National Tourism Association);
- How are tourism and culture merging and producing results? (To Minister of Economy in Lithuania);
- What sorts of policies are involved in the private sector and the public sector? (To Minister of Tourism in Malaysia);
- Are enormously successful Korean companies getting involved in cultural and tourism development in partnership with the government? (To Minister of Culture and Tourism in the Republic of Korea);
- Where Paraguay is now and what are your challenges? (To Executive Secretary of Tourism in Paraguay);
- Where Azerbaijan is now and what are your challenges? (To Deputy Minister of Tourism and Culture in Azerbaijan); and
- What are the issues that you face in the US? (To Deputy Assistant Secretary of State for the Bureau of Education and Cultural Affairs in the United States of America).

In opening the Ministerial Dialogue, the moderator, Andrew Stevens from CNN, emphasised the importance of the challenge to the planet we all live on. All of our personal horizons have so radically expanded due to the revitalisation of travel in just one single generation. While there are many economic and social benefits to travel, we must ensure that we don't degrade the very things we travel to experience and appreciate.

In many societies tourism is seen as an important growth sector and culture is seen as an impediment to that growth. We need to get the relationship right there can be no second chance.

Mr. Stevens commenced by asking the 40 ministerial representatives gathered on the platform what they saw as the value and expected outcome of such a gathering. Expected outputs included:

- To learn and share experiences with other delegates;
- To identify opportunities for tourism to mobilize greater resources for the enhancement and management of their often numerous heritage sites;
- To strengthen the existing national dialogue between culture and tourism so that each complements the other more successfully and the trend towards cooperation and shared planning outcomes grows stronger;
- To encourage a common practice of coordinated management of heritage sites between the departments of tourism and culture to reach a stronger complementarity;
- To strengthen international cooperation with neighbouring states to develop cultural route programmes particularly with unified standards of governance;
- To be inspired by the best examples from other countries, especially for those at the beginning of a process of more closely coordinating the work of numerous government agencies within both tourism and culture ministries;
- To exchange experiences with other countries and to learn from others about best practice models for tourism and culture, including how to identify and attract investment in tourism and cultural infrastructure for wealth creation and jobs; and
- Based on their national experience, to encourage the formation of partnerships with the private sector and NGOs particularly for sustainable development programmes in local communities through mechanisms such as events and festivals.

## The connection between tourism and culture

When asked by a show of hands to indicate whether the ministers thought their national systems of protection for their major heritage sites that constituted their tourism icons, the ministers were roughly evenly split between those that did believe they were sufficiently protected and those who thought that more could be done.

- Many countries have large numbers of protected cultural sites and few resources for their management. Countries can always do more to protect the national heritage. Legal protection is vital, but must be adequately enforced to be effective. It requires a whole of government strategic approach, combined with cooperation between all levels of government, the private sector, NGOs and participation by local communities;
- There is more to the national culture of a country than its monumental heritage. There is a great need to make the population aware that culture and cultural heritage, both tangible and intangible, belongs to the entire nation. Its protection and sustenance is the responsibility of everyone. There is a need across all levels of society to ensure that the next generation be educated in their cultural roots and heritage, so there is a strong foundation for engaging with tourists;
- Tourism has a major role to play in the promotion and protection of living cultures. The task before the tourism sector is to make the cultural assets of the world more visible and more appreciated and to generate an acceptance that this is the basis of tourism for the future. Young people are not just consumers of culture but actors and participants. They will take up what we leave behind;
- World Heritage recognition is an important motivator for UNWTO and the tourism sector to mobilize and promote historic places and to encourage their protection. UNESCO should take the initiative and assist smaller states to nominate and give international protection for their sites, in preference to waiting for nominations to be submitted;
- There is a need to be constantly vigilant to avoid the dangers of uncontrolled exploitation and insensitive levels and types of contemporary tourism use, including places that are the focus of major intangible heritage activities, such as public squares, religious and community centres and marketplaces; and
- Culture-based tourism programmes that can be implemented on a country-wide basis provide opportunities for local employment, reinforce local identity and generate support for conservation and protection of cultural and heritage assets.

## How can tourism leaders and culture leaders work together?

- The relationship between culture and tourism must be regarded as between equal partners. It is essential that it is to be recognized within government structures and policy debates;
- Tourism and cultural heritage stakeholders need to understand each other's motivations and realities and cooperate. The best outcomes are achieved through education rather than legislation. It is essential for all parties to accept and act on their shared responsibilities between the host nation and the international agencies for protection and sustenance of culture;
- Tourism must recognize that its most important asset is the natural and cultural heritage of the destination, and this must be managed accordingly. Culture heritage needs to be protected by legislation but sustained through the supply of resources to fund that protection and conservation. Tourism has a unique capacity to mobilize funds for the conservation and

- re-use of heritage places, particularly for hotels. It can encourage the creation of contemporary cultural facilities within historic buildings by introducing vastly expanded audiences;
- An essential ingredient in moving the process forward is to harness the power of partnerships, especially public/private partnerships that engage corporations, civil society and local communities, as well as international partnerships between sister organizations such as UNESCO and UNWTO;
  - The management of historic sites, museums and creative institutions needs to be carefully managed. There are many examples where it is managed better by the private sector, except where public goods require public support. Private investment, whether as a donation or with commercial expectations will often be more closely monitored by the funding agency than are public projects. Nevertheless any form of private sector involvement needs to be well coordinated by ministries of culture and tourism to ensure that outcomes are optimized for all stakeholders; and
  - The essence of responsible tourism is good management so that suitable resources for long term protection and conservation are generated in part by tourism activities. Tourism needs to be constantly aware of its influence and footprint on local culture and heritage resources.
  - At an international level, UNESCO can offer two major tools for assistance – capacity building programmes for local institutions and a pool of international experts to provide direct assistance when funding is available.

### **What do leaders of culture and tourism need from each other?**

- There are strong benefits to be gained by having combined ministries of culture and tourism, or at least very high degrees of understanding and operational cooperation. Effective cooperation within a shared ministry of culture and tourism relies on the recognition that tourism is the lifeblood of the economy and that tourism is heavily reliant on the strength and diversity of the local cultural expressions;
- Regardless of where tourism and culture are placed within a government ministerial framework, tourism is everybody's business and culture is everybody's business, so they need to work together and be supported at the highest level of government. The real issue is how important both tourism and culture are in the national agenda. Neither can be limited simply to a sectorial policy agenda, both must be treated as a national political and policy agenda. They are about our identity and our pride, and how we project these to ourselves and to the world into the medium and long term;
- The question then is, not where we place the two agendas in a government hierarchy but how we go about securing the highest level of support within the government for cooperative and coordinated outcomes. The project or policy initiatives and achievements of both tourism and culture sectors can be blocked by many different public agencies in many different ways. Without the highest level of support in the national government, outcomes will inevitably be less than they might otherwise be;
- UNESCO fully supports the need for highest level government support. It needs a global perspective to realize its aims. Culture has always been a long term issue, tourism must also be regarded as a long term issue if it is to achieve sustainability in its own right and in its relationship with culture. Governments must also work closely with the people, with the public will, with civil society and the private sector; and

Ultimately it is a political recognition of the important and mutually reliant relationship between tourism and culture for the economic and social sustainability of the nation that will underwrite an effective cooperation between ministries.

In summarising the outcomes of the Ministerial Dialogue, the Prime Minister of Cambodia, the UNESCO Assistant Director-General for Culture and the UNWTO Secretary-General made a number of very important points:

1. At the opening of the conference the Cambodian Prime Minister made a very clear and important statement – “Conservation is for Development and Development is for Conservation”;
2. Sustainability of the past for the future can be only achieved by using it as a living heritage which provides the basis for contemporary society;
3. Achieving a sustainable relationship between culture and tourism is the responsibility of everybody, not just governments but private enterprise, civil society and local communities at national and international levels. While the economy has a great role in creating culture, cultural activity and conservation need proper and reliable resourcing to be sustainable;
4. There are many examples where tourism has mobilized funding for the conservation and re-use of major cultural properties. For example, there could never be sufficient funds raised from the cultural sector to preserve the great historic palaces of India. The transformation of many of these palaces into hotels has meant that they continue to be conserved as living heritage for current and future generations;
5. Tourism has two forms of capital – natural heritage and cultural heritage. No one in their right mind would consume their capital and have nothing left in time. Tourism must invest in the sustainability of these two forms of capital to guarantee its own future. This is the core of the relationship;
6. The growth of tourism cannot be a zero sum game for culture. If we start making compromises and balances then we have lost the challenge. It is not about numbers, about stopping people coming. The world will come, so we need innovative and energetic management and creative solutions; and
7. The real success of the Ministerial Dialogue is that it represents the beginning, finding that there are issues in common and recognizing that everyone can all learn from the experiences others.

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## Discussion sessions

### Setting the Scene

**Mr. Mounir Bouchenaki**

Director,  
Arab Regional Centre for World Heritage, Bahrain

Mr. Bouchenaki, a long term contributor to the conservation of the world's cultural and natural heritage, set the scene for the discussion panel sessions of the conference.

The idea of a joint conference for UNWTO and UNESCO to jointly hold a world conference on heritage and tourism arose in 2013 during a regional UNWTO conference in Siem Reap, and from the momentum generated by Cambodia's hosting of the 2013 World Heritage Committee meeting.

This World Conference on Tourism and Culture is focussed on how to capture and manage the benefits of steadily increasing international tourism to facilitate and encourage the protection and communication of the value of cultural heritage sites and the cultures of the people who host that tourism.

The conference celebrated the long term cooperation between UNWTO and UNESCO as the relationship entered a new dynamic level and recognized that the tourism and cultural sectors share a mutual dependency in ensuring the long term sustainability of each.

We can safely say today that, thanks to the boom in tourism in recent decades, never before in the history of humanity have the inhabitants of this planet travelled as much, or been as much engaged in the discovery of other cultures. So, what are international organizations such as UNESCO and UNWTO, and non-governmental organizations, politicians, policy makers, practitioners and ordinary citizens and tourists, doing with this tremendous opportunity to advance understanding among the inhabitants of the planet through encounters with others and with their cultural and artistic expressions, monumental and living, past and present?

Raising awareness, educating and training the staff concerned, is essential in involving communities in the process of conserving and enhancing their heritage and avoiding negative impacts of tourism that may happen. It is the involvement of all that will enable the heritage of humanity to be better preserved, living conditions to be improved and poverty reduced. Preserving cultural and natural heritage, to bring it within reach of all, making cultures and civilizations better known, improving daily living conditions and reducing poverty, is what gives meaning to the sustainability of tourism and development.

However, these objectives depend upon the quality of the design and the implementation of cultural programmes and tourism policies and activities - that is to say, their understanding of culture and their sustainability - which involves the participation of communities in the preservation and enhancement of cultural heritage in the long term. These are the basic elements for building new partnerships between UNESCO and UNWTO.

We believe that tourism, which brings individuals and human communities into contact, and through them cultures and civilizations, has an important role to play in facilitating dialogue among cultures. Tourism also has the capacity to assist the world's inhabitants to live better together and thereby "contribute to the construction of peace in the minds of men and women", to paraphrase the Constitution of UNESCO.

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## Panel session 1

### Promoting and safeguarding culture

Moderator:

**Ms. Elizabeth Becker**, Journalist and author of *Overbooked, The Global Business Travel and Tourism*, United States of America

Panellists:

**Mr. Charles Binam Biko**, Executive Secretary, International Centre for Research and Documentation on African Traditions and Languages (CERDOTOLA), Cameroon

**Mr. Christopher Dobbs**, Head of Interpretation and Maritime Archaeology, Mary Rose Trust, United Kingdom

**Mr. John King**, Chairman, Australian Tourism Export Council, Australia

**Mr. Kishore Rao**, Director, World Heritage Centre, UNESCO

**Mr. Sok Sangvar**, Head of Angkor Tourism Management Plan, APSARA National Authority, Cambodia



## Main objectives and conclusions

To achieve economic, environmental and social sustainability, the natural and cultural assets of any nation or community must be valued and protected.

Sustainable tourism can be a key driver in promoting and protecting cultural heritage, which is a fundamental tourism asset. If properly managed, tourism can be a key driver in the preservation and promotion of cultural heritage, while nurturing a sense of pride and self-esteem within communities and destinations around the world.

This panel session explored how sustainable tourism can be a driver for preservation and promotion while nurturing pride within communities and destinations.

Today it is no longer possible to question the legitimacy of tourism as a significant economic activity in modern society. In a globalized economy, tourism is an industry that generates income and which is surrounded by multifaceted issues regarding trade, culture and identity. The value that culture adds to tourism is predicated on the principle that tourism will also add value to culture. Culture must be recognized as a value in itself. However, in order to achieve sustainability the commercial core of tourism needs to be reworked so that it embraces culture, identity and generational equity. Strengthening the links between culture and tourism to create a positive dynamic between the two is essential for the future of travel and tourism globally and for conservation of cultural heritage.

There is a growing recognition of the contribution that World Heritage Sites make to sustainable development, not just by generating revenues and creating jobs, but by supporting livelihoods, maintaining environmental sustainability, contributing to the quality of life, strengthening social cohesion, etc. The tourism sector is predominant in this equation. The first premise is that tourism can contribute or mobilize funds help restore and protect a threatened culture or cultural site; that properly run tourism can show visitors a new view of life and instil respect for a different culture and that the money from tourism can enrich the local community and contribute to the upkeep.

However, a heritage site can become so popular it is “loved to death” by tourists, distorting the local community, causing deformities in the cultural site and eventually erasing the authenticity and integrity of the culture that drew visitors in the first place.

While UNESCO’s key priority remains preserving, conserving and safeguarding natural and cultural heritage, it recognizes that culture and heritage often provide important assets for sustainable tourism. Fundamentally UNESCO believes that in order to achieve economic, environmental and social sustainability the natural and cultural assets must be valued and protected and appropriate tourism developed.

The main conclusions reached by this panel session included:

- Tourism needs the cultural dimension so that it can justify its claims about economic sustainability, a cultural dimension that can extend sustainability into the long term. It needs culture to refresh and strengthen itself, especially in small and emerging nations. Culture is a new core paradigm for both sustaining and enhancing the tourism experience;
- An important way forward for a country is to take into their public policy framework the recognition and protection of what is valued in the historic built environment and traditional culture. It is then important to develop partnerships among stakeholders, based on understanding, respect for the objectives of each party and recognition of common values and equitable outcomes;
- There are three key principles that should underpin the promotion, safeguarding, conservation or display of cultural heritage: authenticity, integrity and relevance; and
- As the nature of tourism evolves to become a much more engaging experience, there is a need for the tourism industry and indigenous people to work cooperatively to ensure positive outcomes for both tourism and indigenous people, to re-think the engagement of tourists in this context from a focus on sites to a focus on engagement.

The key question to arise from the presentations and the subsequent discussion was “How do we do it – how do we move forward as a county and implement these ideas that have been raised during the conference and the panel session?” The range of pointers included:

- Partnerships among the stakeholders and the identification of shared common outcomes, based on a recognition of common values and equitable outcomes, where each is encouraged to understand and respect the values and objectives of other stakeholders;
- A strong political will at the national level and encouragement to regional and local government agencies to implement the programmes and projects into the long term;
- Based on that political support, to recognize and increasingly prioritise culture and its links with tourism in the national policy agenda;
- To progressively and sustainably build local capacity to protect and manage culture and cultural/natural heritage by learning and benefiting from both international support and local energy;
- To develop strategic management and protection regimes that are appropriate for local capacity and resources, avoiding excessive or unnecessary interventions that may be best left for the future; and
- By ensuring that programmes and projects achieve the twin objectives of authenticity and integrity, particularly when refreshing the presentation of heritage places and cultures in the tourism context.

## Summary of the presentations

### **Ms. Elizabeth Becker**

Journalist and author of *Overbooked, The Global Business Travel and Tourism*,  
United States of America

Ms. Becker introduced the panel session with her personal recollections of visiting Angkor Wat as an international journalist on several occasions between 1973 and the 1980s, well before it became an international tourism icon. She was again fortunate to be present when the international effort began to conserving Greater Angkor. Only now, with the experience of the previous evening, when 1,000 delegates gathered at Angkor in the presence of His Majesty to enjoy and appreciate the best of modern and traditional Cambodian performing arts, did she really understand how Angkor is now truly Khmer again.

These visits reinforced her long held view that culture is a very important barometer of how a government treats its heritage.

Ms. Becker stressed that the panel aim was to identify practical measures that can be taken to ensure that tourism can truly enhance, protect and support culture and cultural sites. To discuss that question, to agree on the ideal and to figure out how to solve the problems that prevent us from reaching the ideal.

The question begins with the premise that tourism can help restore and protect a threatened culture or cultural site; that properly run tourism can show visitors a new view of life and instil respect for a different culture and that the money from tourism can enrich the local community and contribute to the upkeep. That it can go wrong. A site can become so popular it is “loved to death”, distorting the local community, causing deformities in the cultural site and eventually erasing the authenticity and integrity of the culture – what drew visitors in the first place.

In setting the scene for the panel session Ms. Becker posed four questions:

- How do we decide the proper number of tourists at any time to insure the well-being of a site and the integrity of the experience for the tourists?;
- How do we determine in a transparent manner whether a significant amount of tourism dollars stays in the community to preserve the culture and the cultural site?;
- What is the relationship between governments at all levels of a national economy and with international agencies when these are called upon to provide support and assistance?; and
- How do we define success – by the numbers of visitors or the quality of the visit or the consequences of the visit for the culture and the locals?

**Mr. Charles Binam Bikoi**

Executive Secretary,  
International Centre for Research and Documentation  
on African Traditions and Languages (CERDOTOLA), Cameroon

Mr. Bikoi responded to Ms. Becker's opening challenge by referring to the experience of African states.

Today it is no longer possible to question the legitimacy of tourism as a significant economic activity in modern society. In a globalized economy, tourism is an industry that generates income and which is surrounded by multifaceted issues regarding trade, cultural and identity. This conference raises the question of reconciling these sometimes conflicting issues.

Everybody says that tourism must have a human face, but to achieve this objective the commercial core of tourism needs to be reworked to embrace culture, identity and generational equity.

Tourism needs to be re-booted, it needs to move beyond commodification of local cultures and marketing of iconic attractions to embrace creativity, diversity, cultural energy and heritage.

Tourism is about encountering other people and other cultures. The exchange in today's debate is how to achieve cultural sustainability in the context of tourism. It is about an exchange of shared values, providing space for dialogue and understanding.

Tourism needs the cultural dimension so that it can justify its claims about economic sustainability, a cultural dimension that can extend sustainability into the long term. It needs culture to refresh and strengthen itself, especially in small and emerging nations. Culture is a new core paradigm for both sustaining and enhancing the tourism experience.

The value that culture adds to tourism is predicated on the principle that tourism will add value to culture. Culture must be recognized as a value in itself, it brings equity to the traditional inequity of north-south relations.

Thanks to its long experience in the exploration and fight for the perpetuation of the entire cultural mosaic of the peoples of Africa, CERDOTOLA is imbued with dynamic and global insight into the sustainable articulation of tourism practices with the supreme issues of endogenous traditions. The idea is to reintegrate the human – in all its fullness – into the core of the business of tourism.

An important theme for CERDOTOLA is for the international support provided to the cultures of many small countries to be delivered through local NGOs, to build local capacity and to nurture knowledge and build diversity.

**Mr. Christopher Dobbs**

Head of Interpretation and Maritime Archaeology,  
Mary Rose Trust, United Kingdom

Mr. Dodds sought to widen the subject of the discussion into the field of Underwater Cultural Heritage by showcasing and drawing lessons from a very specific example, the Tudor warship *Mary Rose* (1545), Portsmouth, England.

The *Mary Rose* was built in 1510 and had a long and successful career as the flagship of the renaissance King of England: Henry VIII. But in 1545, during a battle against a French invasion fleet, the *Mary Rose* capsized and sank, less than 2 km off the south coast of England. After years of searching, the remains of the ship were brought to life in an unparalleled excavation between 1979 and 1982. This led to the raising of the ship in October 1982, watched by a television audience of over 60 million viewers worldwide.

There followed a 30 year long conservation programme while the *Mary Rose* was housed in a temporary building and the objects were displayed in a separate museum 400 m away. The more than 9.25 million visitors to the conservation works and more recently the new museum demonstrate the power of the underwater cultural heritage to attract visitors and hence contribute to tourism and economic development.

The *Mary Rose* attraction works in partnership with the other maritime icons in Portsmouth Historic Dockyard including HMS *Victory*, HMS *Warrior*, and The National Museum of the Royal Navy, sharing visitor income. But individually they still need additional income to survive and the *Mary Rose* relies on partnerships with other stakeholders including companies, individuals, trusts, foundations sponsors and the general public.

The success of this new museum raises a number of issues for the broader relationship between cultural heritage and tourism:

- The extent to which the heritage should be reconstructed;
- The benefits of in situ preservation in contrast to raising shipwrecks ;
- The relationship between real and replica; and
- The need to tell a story, to be relevant and enjoyable for visitors.

In concluding his presentation, Mr. Dodds stressed the three key principles that he believes should underpin our work when promoting, safeguarding, conserving or displaying cultural heritage:

- Authenticity;
- Integrity; and
- Relevance.

**Mr. John King**

Chairman,  
Australian Tourism Export Council, Australia

Mr. King's presentation focused on tourism's engagement with ancient living (indigenous) cultures.

Many indigenous peoples and cultures around the world, have highly complex belief systems that represent and reflect not only the ancient history of many varied lands, but also the very essence of the land itself. Indigenous people have a depth of understanding of their land and its environment that they can tell their story with greater depth and passion than any historian or anthropologist. It is in the storytelling that indigenous people and tourists interconnect.

For too long and all too often, through tourism, indigenous culture has been used to provide a one dimensional stereotypical background colour and movement, with very little benefit to or participation by indigenous people or consideration of its preservation or the authenticity of its promotion and interpretation.

In many respects, tourism has been a two edged sword. Whilst it has the potential to preserve and promote indigenous cultures, in many cases it has had the opposite effect.

As the nature of tourism evolves to become a much more engaging experience, there is a need for the tourism industry and indigenous people to work cooperatively to ensure positive outcomes for both tourism and indigenous peoples. We need to re-think the engagement of tourists in this context from a focus on sites to a focus on engagement.

At the first Pacific Asia Indigenous Tourism Conference held in 2012, sought to elevate the role of indigenous cultures across the Asia Pacific to the core of the tourism experience. The Larrakia Declaration was formulated recognizing the significance for tourism of indigenous culture and establishing the principles for its sensitive and sustainable development and promotion, in partnership between all stakeholders. The declaration was based on the UN Declaration of the Rights of Indigenous People, has since been adopted by the Pacific Asia Travel Association and recognized and supported by UNWTO.

The Larrakia Declaration (2012) espouses a number of principles:

- Respect for customary law and lore, land and water, traditional knowledge, traditional cultural expressions, cultural heritage that will underpin all tourism decisions;
- Indigenous culture and the land and waters on which it is based, will be protected and promoted through well managed tourism practices and appropriate interpretation;
- Indigenous peoples will determine the extent and nature and organizational arrangements for their participation in tourism and that governments and multilateral agencies will support the empowerment of indigenous people;
- That governments have a duty to consult and accommodate indigenous peoples before undertaking decisions on public policy and programmes designed to foster the development of indigenous tourism;

- The tourism industry will respect indigenous intellectual property rights, cultures and traditional practices, the need for sustainable and equitable business partnerships and the proper care of the environment and communities that support them; and
- That equitable partnerships between the tourism industry and indigenous people will include the sharing of cultural awareness and skills development which support the well-being of communities and enable enhancement of individual livelihoods.

That conference saw the launch of the World Indigenous Tourism Alliance to facilitate, advocate and network with each affiliated indigenous tourism body and with industry, governments and multilateral agencies. The alliance now brings together over 170 indigenous communities across 40 countries.

**Mr. Kishore Rao**

Director,  
World Heritage Centre, UNESCO

Mr. Rao introduced UNESCO as the only institution in the UN system with a mandate in the field of culture, where it aims to protect, promote and transmit heritage; and foster creativity and the diversity of cultural expressions, while demonstrating the role of culture as an enabler and driver of sustainable development.

Through the mechanisms of six major international conventions, including the World Heritage Convention, UNESCO manages a unique global platform for international cooperation and an integrated cultural governance system based on human rights and shared values. UNESCO does not only focus on World Heritage Sites but has an interest in the conservation of all cultural and natural heritage places and value systems.

As far back as 1967 there were predictions that World Heritage classification would be eagerly sought after and that sites so identified would become great tourist attractions. There is no doubt that these predictions have become a reality today and unfortunately, in some cases, also a powerful motivating force for seeking the World Heritage designation.

There is a growing recognition of the contribution that World Heritage Sites make to sustainable development, not just by generating revenues and creating jobs, but by supporting livelihoods, maintaining environmental sustainability, contributing to the quality of life, strengthening social cohesion, etc. The tourism sector is, of course, predominant in this equation. Strengthening the links between culture and tourism to create a positive dynamic between the two is essential for the future of travel and tourism globally and for conservation of cultural heritage.

If undertaken responsibly, tourism can be a positive force for sustainable development, conservation and environmental protection – but if unplanned, tourism can be socially, culturally and economically disruptive, and have a devastating effect on fragile environments.

The World Heritage Convention is the only treaty that includes a strict and verifiable third party monitoring regime to assure the continued maintenance of the outstanding values of sites inscribed on the World Heritage List. Sustainable conservation of sites is considered a pre-requisite to them effectively contributing to sustainable development.

Intangible cultural heritage is also most at risk from the negative impacts linked to globalization but it offers attractive assets that can be used by the tourism industry. Consequently, the 2003 Intangible Heritage Convention is considering draft Operational Directives that will require States Parties to ensure that any activities related to tourism, whether undertaken by the States or by public or private bodies, demonstrate all due respect to safeguarding the intangible cultural heritage present in their territories and to the rights, aspirations and wishes of the communities, groups and individuals associated with that heritage.

While our priority is to protect, conserve and promote natural and cultural heritage, we also recognize that this natural and cultural heritage often provides the assets needed for tourism

development. It is within this paradigm that UNESCO's works on the development of the sustainable tourism programme. Fundamentally UNESCO believes that in order to achieve economic, environmental and social sustainability the natural and cultural assets must be valued and protected and appropriate tourism developed.

This is of particular concern for emerging and developing countries where heritage tourism is a considerable opportunity for economic development and poverty alleviation but they may not be sufficiently prepared to mitigate this threat. Poorly managed and uncontrolled tourism can thus be a major threat for the values of heritage and for long term economic development as a result of a degraded, less attractive and less competitive destination.

The way forward therefore will be an approach where preservation goes hand in hand with the sustainable development of tourism, and planning and management for both is harmonized. A key to this will be directing adequate resources from tourism into conservation to maintain the heritage assets for future generations to experience, appreciate and enjoy through tourism.

A growing concern for UNESCO is also the destruction of cultural heritage in areas affected by conflict. Once prime tourism destinations, they are abandoned when they are no longer accessible and when such international solidarity and support is most needed. The tourism industry must be conscious of its obligation to be a sustainable partner, demonstrating its commitment through good times and bad.

In this context, Mr. Rao placed a concrete proposal on the table. The establishment of a joint UNESCO-UNWTO Fund for the Safeguarding of Cultural Heritage in emergency situations, to be funded mostly by contributions coming from the tourism sector, both the tourism industry and visitors to heritage sites.

**Mr. Sok Sangvar**

Head of Angkor Tourism Management Plan,  
APSARA National Authority, Cambodia

Mr. Sangvar presented a case study on the now iconic heritage site of Angkor Wat, which forms the backbone of cultural tourism for Cambodia. He outlined the story Angkor's conservation since its inscription on the World Heritage List, from an unsecured, looted, and degraded site to an international model of conservation. Its story parallels that of Cambodia itself.

The original 1992 inscription included its listing as a World Heritage Site in Danger. This mobilized the international community and led to the establishment of the International Coordinating Committee for the Safeguarding and Development of the Historic Site of Angkor (Tokyo, ICC-Angkor). A series of laws over succeeding decades, including the establishment of the National Authority for the Protection and Management of Angkor and the Region of Siem Reap (APSARA) has provided Angkor with a high level of legal heritage protection. Angkor was removed in 2004 from the World Heritage List in danger

Mr. Sangvar listed several key factors to this success:

- A strong political will from the Cambodian government for the protection of heritage;
- Continuous support and harmonized cooperation with/among international teams (19 countries, 30 institutions) especially France, Japan as co-president, UNESCO as permanent scientific secretary and APSARA national authority as the Cambodian counterpart;
- Regular meetings of ICC-Angkor and regular missions of expert ad-hoc (technical session and plenary session each year); and
- Cooperation and knowledge-sharing between international team and national team.

Angkor is today considered as an international draw card in the field of cultural tourism. Since 1998, Cambodia has become increasingly recognized as a national and international tourist destination where tourism development has been on the upsurge and gradually growing throughout Angkor and Cambodia. From a figure of 286,524 international visitors in 1998, Cambodia welcomed 4.5 million tourists in 2014. This figure is still on the increase. According to the Ministry of Tourism, 7 million visitors are expected in 2020. Angkor is the principal destination for the tourism industry in Cambodia.

It's often said that if properly managed, tourism helps to safeguard and promote culture while nurturing a sense of pride within community. That is true. However it's important to recall, recognize and act upon it, because we (developing countries) tend to forget, if not well managed, tourism can create irreversible impacts to the heritage and culture.

In recent years, with the sudden and quick increase of tourism in Angkor, APSARA has partnered with UNESCO in the development of a detailed Tourism Management Plan.

In conclusion, Mr. Sangvar made three important points:

1. Sustainability of a heritage site: preservation and development cannot be separated;
2. Preservation should be for the development of the site; development should be for the conservation of the site; and
3. The success of the conservation and development of a heritage site should first start with a strong political will and commitment from the country. From this decision, reflections and concrete actions are needed; not only finance is needed; one of most powerful action is partnership.



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## Panel session 2

### Living cultures and creative industries

Moderator:

**Mr. Jordi Tresserras**, Director, Laboratory of Heritage, Cultural Tourism and Creativity,  
University of Barcelona, Spain

Panellists:

**Mr. Alain St. Ange**, Minister for Tourism and Culture, Seychelles

**Mr. Amareswar Galla**, Executive Director, International Institute for the Inclusive Museum,  
Denmark

**Mr. Hansjürgen Schmölzer**, Project Director, Creative Austria, Austria

**Ms. Helena Egan**, Director of Industry Relations, TripAdvisor, United Kingdom

**Mr. Jaesung Rhee**, Executive Vice-President for International Tourism,  
Korea Tourism Organization, Republic of Korea

**Mr. Xu Jing**, Regional Director for Asia and the Pacific, World Tourism Organization (UNWTO)



## Main objectives and conclusions

Tourism is about experiencing the world and its living cultures.

The expanding creative industries such as music, cinema, crafts, architecture or design, have an increasing role to play in creating an incomparable visitor experience, while tourism investment can foster innovation and the exchange of experience that grow the creative industries by expanding markets.

This panel session explored the nexus between culture and tourism in a dynamic world where cultural tourism is now the largest market segment in motivating travel choices.

Tourism essentially delivers additional customers into a given creative marketplace or environment. It expands the economic potential of local creative industries, giving opportunities for the creative participants to sustain and grow their creative efforts and activities. Cultural exchanges between visitors and local creative industries rely on both participants to be open to the nature, diversity and variety of the others' cultural practices and preferences. Cultural exchange is never static. Both local practitioners and visitors can expand their knowledge and acceptance of this diversity, gradually evolving their own cultural practices to embrace a wider international perspective, while retaining and developing their own distinctive characteristics.

Creative industries as well as traditional cultural products and practices all require more local participants than are normally taken into account. In a similar manner to other industries, the creative and traditional practitioners require extensive supply chains to ensure that their products, performances or services can be delivered to their markets in an efficient and continuous manner. The supply chains can include sourcing a sustainable and consistent supply of raw materials, transportation of components to the point of final assembly or presentation, training, quality control, financial management, regulatory compliance, health and safety, marketing and merchandising, processing orders and meeting delivery requirements, and customer feedback. All these activities involve more local people than the actual creative performer, artist or artisan.

The main conclusions reached by this panel session included:

- Culture is ultimately the character and identity of its people. It defines who they are. No country has the right to be ashamed of its culture, which is indistinguishable from its people. By putting culture at the centre of tourism, we put the people at the centre of tourism;
- While not absolutely necessary, there are many political and organizational benefits to be gained if culture and tourism are combined into a joint ministry within the national government. This can ensure that the activities of many different agencies are coordinated to ensure their programmes are mutually supportive and contribute to the national objectives;
- The nexus between culture, tourism and development needs to be better understood through valuing creativity with both qualitative and quantitative indicators;

- New models of participation need to be developed to ensure that creativity within stakeholder communities is maximized through enabling and empowering partnerships;
- Productive partnerships for the future need to consider inclusive design, experiential tourism, transparent governance, value driven leadership and productive diversity;
- There is an increasing body of people who freely travel and work around the world, motivated by the idea of creative self-fulfilment in their lives. Cultural creativity and a keen awareness of the culture and heritage of the places they visit, and in which they live, is just part of a worldwide trend to cultural tourism as a major motivating factor for travel choices;
- Enormous market power is now available to the average tourist via social media as they record their opinions and their thoughts, influencing the behaviour of others;
- According to TripAdvisor, the two top reasons for global travel expressed by their clients are “to provide me with unique and interesting experiences”, and “to broaden my knowledge and enrich my understanding of the world”;
- The key link between tourism and creative tourism are the creative industries. These are knowledge-based creative activities that link producers, consumers and places by utilising technology, talent or skill to generate meaningful intangible cultural products, creative content and experiences;
- The cultural sector has established a very good foundation for the sustainable future of tourism. Cultural tourism is one of the highest single categories of motivation for travel. Accordingly, the culture sector is now a major driving force behind the huge growth in tourism to cultural and heritage destinations;
- Equally, it is the tourism sector, with its more than 1 billion travellers that has been a major driving force behind the growing global cultural dialogue; and
- It is for the tourism professional to make the tourism experience as unique as possible, and to link host and visitors to make a much richer social agenda.

## Summary of the presentations

**Mr. Jordi Tresserras**

Director,

Laboratory of Heritage, Cultural Tourism and Creativity, University of Barcelona, Spain

Mr. Tresserras opened the second panel session by stressing the need for living cultures to explore creative partnerships with cultural tourism. Most importantly for living cultures, they need to be consumed to flourish, they need to be accepted by their local community audiences and by visitors if they are to achieve economic and cultural sustainability.

The management and enhancement of living cultures and creative industries requires quite different interventions than do tangible but static heritage places.

The UNESCO World Heritage and Sustainable Tourism Programme is identifying a number of avenues to encourage this productive dialogue.

As moderator, Mr. Tresserras identified three key indicators to assess how well tourism is benefitting local cultures:

- The level of motivation among those engaged in the presentation of living cultures and creative industries;
- The overall number of cultural activities; and
- The consumption of cultural products.

**Mr. Alain St. Ange**

Minister for Tourism and Culture,  
Seychelles

Mr. St. Ange spoke about the Seychelles experience, where tourism is the major pillar of the local economy of this relatively small island group, population of 90,000, and where their major tourism assets are the diverse multi-cultural society, cultural life and the beautiful environment, each of which is defined and enriched by the historical and natural forces of its Indian Ocean location.

His ministry covers both culture and tourism and coordinates the activities of many different agencies to ensure that their programmes are mutually supportive and contribute to the national objectives. They have a strong creative industries policy in place that provides support to expand their capacity as well as facilitating festivals and events.

They found the process of placing culture at the centre of development of the Seychelles tourism industry was very challenging and took time to gain acceptance from the tourism and private sectors.

They needed to find a framework for the cultural actors to grow and contribute to tourism. A National Agency was formed to provide that leadership and coordination. Nevertheless, it was not easy to open local cultures to tourism. The work of the National Agency was crucial for a successful outcome by coordinating the presentation of culture to the outside world.

They relied on the encouragement of local communities to be involved and supportive, appreciating the benefits, and not feel alienated or exploited in the presentation of the island cultures to tourists.

But what is culture? What is the reality or the meaning? Most visitors come to Cambodia and Siem Reap to see the monuments. Culture is ultimately the character and identity of its people. It defines who they are. No country has the right to be ashamed of its culture, which is indistinguishable from its people. Therefore by putting culture at the centre of tourism, we put the people at the centre of tourism.

Today protecting their culture but in the international context through partnerships, often based on geographical and historical linkages and their position on traditional or historical lines of communication.

Coordinating ministry helps the monuments agency work closely with the tourism agency to ensure that the identification, protection and conservation of an historic site can also optimize its presentation potential to tourists. They simply do not have the resources to conserve and upgrade their built heritage in isolation to the opportunities presented by the tourism sector.

He gave the example of the Mission Lodge, a building closely connected with the history of the slave trade in Africa.

He reinforced the fact that despite their work in the Seychelles, nothing can be guaranteed forever in terms of national political support. He promoted the advantages of international recognition as a means of protecting potentially threatened sites into the long term. He called on UNESCO for more practical support to facilitate the World Heritage listing of an important site, a task that is often beyond the resources of small states.

Tourism remains a fragile sector that is often subject to threats that could never be imagined before, or to a generalised misunderstanding in the source markets. We need to reinforce the role of culture and the distinctive identity of nation states.

**Mr. Amareswar Galla**

Executive Director,  
International Institute for the Inclusive Museum, Denmark

Mr. Galla opened by recognizing the important role that the 52 nation states collectively referred to as the Small Island Developing States (SIDS) and their contribution to ensuring that creativity and cultural diversity inform the growth and delivery of the future Sustainable Development Goals in the post-2015 development agenda. This agenda will need to address two critical factors with a fresh vision and demonstration projects.

Firstly, the nexus between culture, tourism and development needs to be better understood through valuing creativity with both qualitative and quantitative indicators.

Secondly, new models of participation need to be developed to ensure that creativity, within stakeholder communities is maximized.

All evaluations of existing practices could use for benchmarking the *dictum*: “More of the same will not do” (Rio+20).

Productive partnerships for the future need to take the following into consideration:

**Inclusive design** improving life styles and liveability through creativity sourcing its essence from local knowledge systems is the bedrock of the spirit of resilience. Dynamic and adaptive capacity building is essential for selectively and responsibly absorbing and benefitting from the positive opportunities and to minimize the negative impacts of globalization. Creativity provides for quality and substance for “authentic” and signature local experiences in responsible tourism and nurtures local sense of place and self-esteem in a connected world.

**Experiential tourism** contributes benefits to cultural diversity and bio-diversity conservation ensuring sustainable development and engaging futures for the next generation through an appreciation of intergenerational ethic and responsibility. It must be inclusive and holistic and thorough down to the last detail that is embedded in integrated local area planning. Transformative learning from experiences provides for education for sustainable development.

**Transparent governance** enables qualitative and quantitative benefits that are evidence based and derivative from shared visioning of relevant stakeholders, without compromising the benefits to the primary creator communities. Safeguarding the living heritage and creativity of the carriers and transmitters of intangible values is essential. It promotes entrepreneurship that is innovative (and not imitative) and inspirational giving a competitive advantage based on respect and creativity of the stakeholder communities.

**Value driven leadership** should be measured based on skills and characteristics that transcend from a functional role into future leaders of the organization (“To believe in something and not practice it is a crime”, Mahatma Gandhi). There is widespread consensus that sustainable development pays dividends for posterity. However, the fault lines in developmental processes call

for us to rethink methods and approaches with honesty, transparency and integrity. Deep research needs to inform the complexity of social, economic, cultural and environmental sustainability through inclusive leadership.

**Productive diversity** through diverse teams brings diverse perspectives from different stakeholders and contributes to fostering a sense of ownership. It offers a deeper understanding of the needs of creator communities and expectations of visitors, mediators of experiences and managers. Effective communication is an essential part of management, ethical community engagement and everyday life.

Diversity pays dividends and mandates intersectionality of race, ethnicity, gender, faith, class, age, sexuality, language, different capacities, regionalism and more. It provides for conservation and creativity as good business.

**Mr. Hansjürgen Schmölzer**

Project Director,  
Creative Austria, Austria

Mr. Schmölzer invited the conference participants to turn their attention away from historic and natural heritage sites to the people who freely travel and work around the world motivated by the idea of creative self-fulfilment in their lives. They are the “mobile creatives”, “creative people” not “creative industries”. Austria has developed policies to attract these people to a particular city as a means of enriching the creative energy of the local population.

These people have a higher level of education. Most of them are living in cities of democratic societies. They have a professional or educational background that is – in one way or the other – related to creativity, which is not to say, that each one of them necessarily regards himself being an artist or professional from the creative industries. They also can be scientists, journalists, engineers, cooks. They have in common that what they do needs constant inspiration and personal development. They are skilled and make creative use of new media technologies. In some European or North American cities up to 30 or even 40% of the adult population has such a background.

They are the opinion-makers in their own peer groups. And they are permanently hunting for new stories to tell. They inform themselves professionally through specific communication channels of their interests. They are travelling a lot. But most of that time, they don't regard themselves as being tourists. And they hate being treated like tourists.

They are travelling for various reasons: education, projects they are participating in, research, network building, visiting friends within their international network, etc. When they are travelling, they are looking for new inspiration, ideas and (professional) contacts. Establishing an international contact-network with some sort of professional background is part of their social status. They want to be regarded as sophisticated explorers with an ability to discover things not commonly known. They want to be treated as individuals and individualists and not as part of a mass.

They share their experiences with their communities and social networks. They are the opinion makers. And when they feel cheated they will tell the world.

The Creative Austria programme was launched for that target group. The message is simple: “Don't sell, tell”. It's about storytelling and understanding.

It investigated the communication content these people share in social networks from their travel experiences and asked what is their specific contribution to make Austrian cities more interesting for them than other destinations.

The best thing was to help them find stories to tell, stories they wouldn't find themselves. Which is to say: stories, they would neither find in guidebooks nor on online platforms like TripAdvisor, etc. nor on the trodden paths of every destination. The programme focused on storytelling seeking to identify the topics and aspects that haven't been told yet.

Even if most Mobile Creatives work under cover, what they are aiming for is “fame”. First within their community. But there is a link to the rest of the society. And this link can be called “desire for acknowledgement”.

Mobile Creatives want to express themselves freely and want to be acknowledged within their peer-groups and within groups of similar-minded people elsewhere in the world. Mobile Creatives are only attracted to open- minded democratic societies with freedom of expression. They only trust people that share a sincere interest in the same topics that they do, and have no interest in simulated engagement.

That makes the relationship between tourism and Mobile Creatives so difficult: tourism wants to sell touristic “products”.

The Creative Austria programme focused on anything but selling. It focused on those young creatives in our cities who are at the verge for an international career or doing something special or even weird. They are the ones that create exactly that sense of urban sophistication in cities, the feeling that they themselves are searching for.

It's a cross-media-story-telling concept, edited by a completely independent editorial staff from the heart of these subcultures that feeds various channels from acknowledged cultural-tv-programmes of the public television to a series of online platforms Young Austrian Creatives are made known in their own subcultures with cheeky pop-up and guerrilla-promotions at various cultural hotspots and festivals especially in Europe.

We do not want to provide our young Austrians with the equivalent of Andy Warhol's 15 minutes of fame, but a permanent reinforcement of their own international social-networks.

**Ms. Helena Egan**

Director of Industry Relations,  
Trip Advisor, United Kingdom

Ms. Egan provided a brief overview of TripAdvisor as the world's largest travel site, with the key mission to enable travellers to plan and have the perfect trip. Some of their key statistics provide this evidence:

- 315 million unique monthly visitors;
- More than 200 million reviews and opinions covering;
- More than 4 million accommodations, restaurants and attractions;
- Site operates in 45 countries worldwide in 28 languages, including China under daodao.com;
- 120 pieces of content per minute; and
- Over 60 million members.

TripAdvisor is very much a community platform for the tourism sector. It enables individual travellers to record their opinions and their thoughts, and for those to have the power of social media to influence the behaviour of others, be they accommodation or service providers, or most interestingly, those who protect and manage heritage places and their visitors.

She gave a great example on how our traveller community is passionate about culture and protecting the heritage sites, by quoting one recent post from a traveller who had recently visited Angkor Wat and wrote that "UNESCO has done a great job in protecting the monument, and so should you when you visit".

TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors. Every attraction, accommodation (except vacation rentals – where they offer fee based service) and restaurant/café/deli, etc., can list themselves for free on TripAdvisor, upload unlimited amount of photos, videos – add description, respond to reviews, etc. The power of the site is such that every provider should list themselves to gain the exposure.

This is really important for the small and especially non-profit attractions – a free marketing platform and free visibility to the world's largest travel audience (315 million monthly travellers) at the time when they are planning their trip or when they are on the trip. Over 50% of TripAdvisor traffic is connected on mobile and accesses the site for such services as roaming free city guides. Other benefits for providers are free market research from reviews – and market and up-sell on management responses.

Attractions can have free email/website links, photo and video uploads. TripAdvisor recently added the Viator local attractions operator enabling travellers to pre-purchase their tickets and tours on TripAdvisor. Another component provides a platform for local service providers such as ground transport to list in relation to their local destination.

According to the latest TripBarometer the top reasons for global travel expressed by their clients are:

- “To provide me with unique and interesting experiences”, and
- “To broaden my knowledge and enrich my understanding of the world”.

TripAdvisor is a real community site. 60 million members love to share their reviews, photos, opinions and forum posts about their travels.

A great example in terms of cultural tourism is the TripAdvisor award that highlights more unknown destinations annually through our Travelers’ Choice™ awards for Destinations on the Rise. The award highlights 52 spots around the world that have seen the greatest increase in positive feedback and interest from the TripAdvisor community, year-on-year. Award-winners are determined using an algorithm that primarily measured the year-on-year increase in positive TripAdvisor traveller review ratings on accommodations, restaurants, and attractions, across destinations worldwide.

**Mr. Jaesung Rhee**

Executive Vice-President for International Tourism,  
Korea Tourism Organization, Republic of Korea

Mr. Jaesung introduced a major, long term project in the Republic of Korea, known as Creative Tourism.

Creative Tourism can be described as an alternative to mass tourism and conventional cultural tourism. It seeks to make tourism destinations more distinctive and attractive through creativity. It differs from mass tourism that requires destinations with large scale development for recreational purposes, and conventional cultural tourism destinations that may lack cultural uniqueness and distinction.

The key link between tourism and creative tourism are the creative industries. These are knowledge-based creative activities that link producers, consumers and places by utilising technology, talent or skill to generate meaningful intangible cultural products, creative content and experiences

The objectives of economic wealth and job creation arising from Creative Tourism include increasing demand for creative outputs, stimulate innovation, revitalise tourism products, add creative atmosphere and improve the image of the destination.

Major initiatives related to Creative Tourism in the Republic of Korea in recent decades include:

Culture-based tourism, a type of tourism using cultural contents, such as historical contents, K-POP, Korean art, etc.

IT-based tourism, newly created or innovated tourism by using advanced technologies, such as smart tourism, spaced tourism, etc.

Other industries convergence tourism, a type of tourism creating high value added by combining with other industries, e.g., medical tourism, MICE, etc.

The core of the presentation was a case study on Hallyu Tourism, a major project aimed at the younger generation and their involvement in K-POP, film production and other contemporary media.

Mr. Jaesung finished his presentation with some policy recommendations. These focus on:

- Improving creativity in the private sector;
- Reinforcing cooperation between the public and the private sector; and
- Encouraging investment for new tourism companies.

**Mr. Xu Jing**

Regional Director for Asia and the Pacific,  
World Tourism Organization (UNWTO)

Mr. Xu expressed his great excitement that this conference represents the first time ever that tourism and culture people are “getting married” at the international level. He described it as an historic and iconic moment for both sectors.

As the representative of the tourism sector in Asia, the Pacific and indeed the world, he took the opportunity to congratulate UNESCO and the culture sector as together they have established the base for so many unique tourism experiences and that has allowed the tourism sector to widen its agenda from cultural to economic and social issues.

The cultural sector has established a very good foundation for the sustainable future of tourism. Cultural tourism is now the highest single category of motivation for travel. Accordingly, the culture sector is now a major driving force behind the huge growth in tourism to cultural and heritage destinations.

Equally, it is the tourism sector, with its more than 1 billion travellers that has been a major driving force behind the growing global cultural dialogue.

For example, without visiting the historic temples of the Republic of Korea, China or Japan, how can anyone understand the concepts of cultural tranquillity, or the underlying gentleness and culture of Asian people. Without visiting a tea house near Yogyakarta in Indonesia can you appreciate how culture and tourism have combined to bring benefits to local communities across Asia?

It is for the tourism professional to make the tourism experience as unique as possible, and to link host and visitors to make a much richer social agenda.



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## Panel session 3

### Linking people along cultural tourism routes

Moderator:

**Ms. Penelope Denu**, Executive Secretary, European Institute of Cultural Routes, Luxembourg

Panellists:

**Ms. Marcela Bacigalupo**, Minister – Executive Secretary SENATUR, Paraguay

**Mr. John Delaney**, Senior Vice-President, Seabourn Cruises, United States of America

**Mr. Kishore Rao**, Director, World Heritage Centre, UNESCO

**Ms. Laura Cepukaite**, Head, Tourism Policy Division, Ministry of Economy, Lithuania

**Mr. Neb Samouth**, Director-General of Tourism, Cambodia

**Mr. Yoshinori Ochi**, Secretary-General, Japan Association of Travel Agents, Japan



## Main objectives and conclusions

Cultural routes offer important opportunities for tourism development, regional integration and economic development, while promoting the revitalisation and promotion of cultural and economic links between people and communities.

This panel session explored how creating thematic or regional linkages between various heritage sites and places, particularly in the context of tourism activity, can build a collective sense of shared cultural values, facilitate public recognition and enhance cultural dialogue between peoples.

The historical experience of many nations and continents includes linkages between people of different regions through travel, trade, cultural and commercial exchange, pilgrimage and religion, conquest, colonial settlement or migration, often over many centuries. Many of these experiences have been captured in the popular mind through names such as the European medieval pilgrimage routes leading to Santiago de Compostela, the land and sea networks known collectively as the Silk Road that linked Asia with Europe for centuries and the Inca Trail in South America.

The important social, economic and cultural exchange opportunities to be derived from reviving these historical cultural, commercial or spiritual routes in the context of contemporary tourism have been widely recognized and supported by UNESCO, UNWTO and major international institutions such as the World Bank European Commission and the Council of Europe. The early thematic routes grew mainly from religious heritage. The concept has now expanded to include all sorts of cultures and cultural heritage, both tangible and intangible. Many relatively isolated regions, religious centres and urban settlements can now benefit by fostering tourism linkages with these revived networks.

The revival of cultural and spiritual routes, the introduction of innovative approaches in the interpretation of heritage and the creation of heritage networks can have strategic importance for tourism destinations. They usually generate very appealing syntheses of different cultural attractions. Good practices concerning the fostering of tourism development with regard to cultural routes, heritage interpretation and cultural networks can minimise exploitation or over-commodification of heritage assets.

The public policy objectives for the creation of cultural routes include:

- Applies sustainable approaches to destination management across the region;
- Improves a dispersal of visitation across the region;
- Increases the length of stay and yield;
- Creates new opportunities for investments;
- Strengthens international cooperation; and
- Identifies new opportunities for public private sector partnerships.

The main conclusions reached by this panel session included:

- The concept of cultural routes is based on and encapsulates the reality that travellers want to discover the world, to “walk” through history, and to meet and experience other cultures, while being inspired and having their imagination stimulated;
- The Council of Europe’s cultural routes model is a tried and tested framework that can be applied anywhere and to any relevant theme;
- While cultural routes are typically based on culture, tourism is essential for fulfilling the objectives of communicating values and providing everyone with access to culture and heritage;
- Useful criteria for certification of cultural routes are that a route should illustrate a significant theme for culture and history, include at least three countries, conduct research, organize activities and exchanges especially for young people, provide sustainable tourism products and develop an artistic creativity around the theme;
- Some of the more recently proposed cultural routes link widely separated places across the world that have thematic and historical connections;
- Any cultural route that brings visitors to interesting historical or natural sites and settlements must be grounded in the hospitality of the local cultures;
- The private tourism sector, including major land and sea transportation operators, have a major role to play in developing products that optimize their clients’ increasing desire for authentic and culturally relevant destination choices with new and interesting places to visit;
- UNESCO strongly believes that cultural routes have huge potential to encourage widespread community participation in cultural activities to raise awareness of a common cultural heritage. When established on cultural and social principles, these routes represent a resource for innovation, creativity, small business creation, and cultural tourism products and services development;
- Cultural routes contribute to the presentation and promotion of the region as a unique tourism destination, providing markets and products and contribute to tourism revenue generation in remote destinations;
- The long term success of any modern tourism operator depends entirely on fostering stronger relationships with organizations such as UNESCO to ensure and foster the development, preservation, and enhancement of the world’s cultural and historical treasures;
- The formulation of any particular cultural route relies on establishing partnerships facilitated by national policies and cooperation between international organizations to implement coherent strategies;
- Ultimately, UNESCO believes that sustainable conservation is a pre-requisite to the all the sites and communities that form a cultural route, providing sustainable development benefits, including through tourism development;
- Potential cultural routes wishing to be inscribed on the World Heritage List require values that can be assigned to tangible places and their ability to demonstrate those values; and
- The UNWTO Council has recently decided to give priority for the development of cultural routes. This will provide even more opportunities for cooperation between UNWTO and UNESCO.

## Summary of the presentations

**Ms. Penelope Denu**

Executive Secretary,  
European Institute of Cultural Routes, Luxembourg

Ms. Denu opened the panel session by giving a brief description of the Council of Europe's cultural routes programme, and especially what their objectives are in certifying cultural routes.

The programme began in 1987 with the revival of the Saint James Pilgrimage Way as the first example of a connection between peoples that would reinforce the identity of Europe and help it to reconnect with its many rich and varied identities.

The Santiago Declaration of 23 October 1987 set the scene for the whole future programme, and captured a vision that still resonates today. It states that the Way of Saint James should be held up as a perfect illustration of how people and societies grew and developed in know-how, in skills and in understanding of the world through encounters, through sharing knowledge and cultures, through trading, traditions and learning crafts.

It is based on and encapsulates the reality that travellers want to discover the world, want to walk through history, want to meet and experience other cultures. And as well, they want to be inspired and have their imagination stimulated, want to populate their dreams and aspirations.

There are currently 29 cultural routes certified by the Council of Europe. Some of them are linear routes, based on medieval pilgrimages, some are networks of places with similar tangible and intangible heritage, some are a mixture of both. They are all a mixture of the intangible and tangible. A primary criterion is the relationships that people can create between each other.

The European Institute of Cultural Routes in Luxembourg evaluates projects with a view to their certification. It assists trains and advises on new projects and certified routes, most recently in cooperation with the EU Commission and with the UNWTO Themis Foundation.

The criteria for certification are that a route should illustrate a significant theme for European culture and history, include at least three countries, conduct research, organize activities and exchanges especially for young people, provide sustainable tourism products and develop an artistic creativity around the theme.

Most of the routes celebrate the positive achievements of European culture, from Mozart to ceramics, from historic thermal towns to the olive tree. But we are also beginning to see cultural routes tackling some of the darker sides of European history. The ATRIUM route of 20th century totalitarian architecture in Europe's urban memory explores, showcases and studies what is called "dissonant heritage". Going further back into history the Route of Huguenot heritage recalls the difficulties of protestant exile from France in the 18th century and the language, crafts and they took with them to Switzerland, Germany and Italy. The Via Regia was founded to go deeper into the unification of a Europe divided between "capitalist" and "communist" regimes.

The theme of the conference is finding new partnerships. The Council of Europe's cultural routes model is about partnerships. It is a tried and tested framework for cultural routes that can be applied anywhere and to any relevant theme. The Council of Europe's programme comes very much out of culture, but all our routes are fully aware that tourism is essential for fulfilling the objectives of the Council of Europe's programme which are to communicate to and to give everyone access to culture and heritage. But the routes need help in establishing these partnerships, as was said yesterday they need national policies that facilitate their work. They need our international organizations to work together to implement coherent strategies each in our own area of competency, then they will feel more confident and will be more convincing in creating their own local and regional partnerships.

**Ms. Marcela Bacigalupo**

Minister – Executive Secretary,  
SENATUR, Paraguay

Ms. Bacigalupo presented a case study of a cultural route through the rural areas of Paraguay that links eight villages and many historic cultural sites while traversing huge areas of countryside.

There is a strong promotion for the route among Paraguayans and some interest internationally.

Many small, local tourism ventures have sprung up along the route, thanks to a strong promotional programme both in Paraguay and internationally.

The key to the success of this cultural route has been the involvement of local people. Any cultural route that brings visitors to interesting historical or natural sites and settlements must be grounded in the hospitality of the local cultures.

She concluded that tourism is not just an industry but a process.

**Mr. John Delaney**

Senior Vice-President,  
Seabourn Cruises, United States of America

Mr. Delaney introduced Seabourn as the highest rated luxury cruise line in the world with small ships sailing to all seven continents.

Their ships visit ports with more than a hundred and fifty UNESCO World Heritage Sites within reach of the passengers. As a company, one of their core values is an uncompromising commitment to sustainability. Guests tend to be affluent, well-travelled, curious, and philanthropic. They seek authentic travel experiences to cultural and historic heritage destinations. They're ticking off their bucket list destinations and Seabourn helps them do this.

In June of 2014, Seabourn and UNESCO announced a new multi-year partnership focused on sustainable tourism and creating greater awareness of the world's unique heritage destinations. As part of this partnership, Seabourn has committed to donating a minimum of USD 1 million to UNESCO to support their efforts in sustainable tourism development.

Seabourn is a perfect example of how a private tourism company, such as a cruise line, can support the priorities and objectives of heritage focused organizations such as UNESCO. In addition to donating funds to assist with their efforts, a core part of our relationship involves education and awareness, building on our shared value of promoting and preserving world heritage. For a tourism company like Seabourn, this is critical.

There has been a real shift over the last decade in what motivates travellers; while "escape" type destinations such as beaches and resorts are still popular, more and more, today's travellers are seeking authentic and culturally relevant destination choices. Seabourn's guests want new and interesting places to visit. High quality tourism development and investment in the world's unique heritage locations is critical to their ongoing success.

Many of the world's cultural routes started and ended with major port cities and population centres; many of these historic ports are now World Heritage Sites. But there are many more that can be developed with private tourism sector support.

Beyond contributing funds to an organization like UNESCO, a key part of this partnership for Seabourn is educating their guests on the importance of World Heritage cultural treasures, and how they as world travellers, can embrace the principles of sustainable tourism, helping to preserve and support these locations and the local economies that rely on them. Seabourn organizes onboard education prior to arriving at a site, as well as ensuring that the tours to World Heritage locations include an educational component. Helping travellers to understand why a World Heritage Site was inscribed enhances their enjoyment of the site, increases their interest in culturally relevant travel, and helps them to be more responsible tourists.

The other way that Seabourn can help with this effort is in the way they do business; ensuring the use of local vendors and small businesses in the ports to support the local economy. Making sure that the companies they work with share the same core value of sustainability is essential.

In closing, Mr. Delaney stressed that Seabourn's growth and success as a tourism operator, depends entirely on fostering stronger relationships with organizations such as UNESCO to ensure and foster the development, preservation, and enhancement of the world's cultural and historical treasures.

**Mr. Kishore Rao**

Director,  
World Heritage Centre, UNESCO

Mr. Rao introduced UNESCO's perspective on cultural routes, a number of which are now inscribed on the World Heritage and then presented a detailed case study on the famous Silk Road cultural route that spans twelve countries, a huge and varied panorama, reviving centuries-long lines of communication as an opportunity for tourism and cultural exchange.

UNESCO describes cultural route as "composed of tangible and intangible elements of which the cultural significance comes from exchanges and a multi-dimensional dialogue across countries or regions that illustrate the interaction of movement, along the route, in space and time".

Cultural heritage routes have huge potential to encourage widespread community participation in cultural activities to raise awareness of a common cultural heritage. When established on cultural and social principles, these routes represent a resource for innovation, creativity, small business creation, and cultural tourism products and services development. They contribute to the presentation and promotion of the region as a unique tourism destination. Cultural heritage routes provide markets and products and contribute to tourism revenue generation in remote destinations.

The major challenges in planning for and establishing transnational cultural heritage routes is to ensure an effective and sustainable mechanism for international coordination. Planning and management frameworks for all aspects have also to be harmonised and well-coordinated, including for tourism development. In particular, the complete story about the significance of the route has to be well interpreted at all points of tourism interest, even if the visitor travels to only one part of the route. It is essential to create a cohesive stakeholder engagement strategy for cultural heritage routes, and establish strong partnerships with different authorities and all relevant stakeholders, in order to produce a more stable long-term impact and to ensure increased economic and cultural benefits from cultural route activities.

## The Silk Road experience

Acclaimed as the 'greatest route in the history of mankind', the ancient Silk Road formed the first bridge between the East and the West, and was an important vehicle for trade between the ancient empires of China, Central and Western Asia, the Indian sub-continent, and Italy. The Silk Road was more than just a trade route, it symbolised the multiple benefits arising from cultural exchange. As a result, countless historic and cultural sites remain along the complex network of trade routes.

At its height, the Silk Roads sustained an international culture that strung together highly diverse civilizations for over two millennia, conveying the history and culture of many peoples while honouring the unmatched societal and cultural transfer between East and West. Today these routes have the potential to offer economic benefits to local communities and cross cultural

exchange through tourism development. The Silk Road's exceptional cultural and living heritage creates incredible opportunities for tourism.

UNESCO's work on the Silk Road dates back almost thirty years. In 1988, UNESCO launched a ten-year project entitled Integral Study of the Silk Roads: Roads of Dialogue. As part of the project, several expeditions were organized to retrace, by land and by sea, some of these routes, with the participation of experts from all the countries involved. The purpose of the project was to carry out field studies of the scientific, technological and cultural exchanges which took place between the East and the West along these routes with a view to stimulating further research at the international and national levels and promoting the concept of multiple identities and a common heritage.

In recent years a team of experts at UNESCO, ICOMOS and UCL, have conducted ground-breaking research into the Silk Road's sites and routes as part of the transnational Silk Roads World Heritage Serial Nomination project. This project has involved unprecedented collaboration between twelve State Parties under the guidance of an International Coordination Committee (ICC) established in 2009, which meets periodically.

As a result, two World Heritage nominations for the Silk Roads Heritage Corridor in Central Asia and China were developed. One focused on specific heritage corridors crossing Kazakhstan, Kyrgyzstan, and China (Chang'an-Tianshan Corridor, inscribed in 2014), and another between Tajikistan and Uzbekistan (Penjikent Corridor). These countries have also signed ministerial-level cooperation agreements to ensure overall coordination on management and conservation of the Silk Roads Heritage Routes.

In 2013, UNESCO and UNWTO launched a project to provide policy guidance to the destinations and will develop a common sustainable tourism strategy for visitor management, site presentation and promotion along these heritage corridors. Working in partnership and by taking a collaborative approach the goal is to develop tourism for the Silk Road corridors that:

- Applies sustainable approaches to destination management across the region;
- Improves a dispersal of visitation across the region;
- Increases the length of stay and yield;
- Creates new opportunities for investments;
- Strengthens international cooperation; and
- Identifies new opportunities for public private sector partnerships.

UNESCO has also recently developed an online Silk Road platform comprising a research database on the ongoing worldwide initiatives related to the Great Silk Roads, extending these historic networks into digital space. It is the unique history of mutual exchange and dialogue that the Silk Road online platform seeks to promote, in line with the 2013–2022 International Decade for the Rapprochement of Cultures and as part of UNESCO's commitment to creating a culture of peace.

The case of the Silk Roads and that of the recently inscribed Andean Road or Qhapac Nan, provide very effective and durable models that can be shared across regions with countries who wish to explore the development of large transnational cultural heritage routes, either within or outside the context of the World Heritage Convention.

As we have heard throughout the conference, when managed responsibly, tourism can be a driver for preservation of cultural and natural heritage and a vehicle for sustainable development. Tourism to World Heritage Sites stimulates employment, promotes local activity through arts and crafts and generates revenues. However, if not planned or managed effectively, tourism can be socially, culturally and economically disruptive, harming hereby fragile environments and local communities.

That is why UNESCO maintains that sustainable conservation is a pre-requisite to these sites providing sustainable development benefits, including through tourism development.

**Ms. Laura Cepukaite**

Head, Tourism Policy Division,  
Ministry of Economy, Lithuania

Ms. Cepukaite presented a case study on the World Amber Road, a cultural route that links widely separated places that have functional and historical connections with the production and distribution of a remarkable geological icon.

While the Amber Road is based in Lithuania it brings together in a thematic manner countries as diverse as Indonesia and the Dominican Republic, and their experience with a product that is over 50 million years old, but which remains as a popular and exotic material for the manufacture of jewellery. The main objective of the Amber Road is to connect the countries which offer various amber products and services to join virtual route and increase their cultural awareness and attract international tourist flows.

The major tools that have been developed to encourage awareness of the road at an international level include:

- A website - [www.worldamberroad.travel](http://www.worldamberroad.travel);
- Establish Amber Road brand identity;
- Cooperative marketing activities;
- Establish online collaborative platforms;
- International tourism fairs and events; and
- Game *The Legends of Amber*.

**Mr. Neb Samouth**  
Director-General of Tourism,  
Cambodia

Mr. Neb's presentation concentrated on how the Royal Government of Cambodia has built a sound base of political and administrative will to ensure that there is sustainable and responsible tourism to Cambodia's extraordinary cultural, natural and cultural heritage assets.

Cambodia regards tourism as "green gold". It has contributed to the poverty reduction, the national response to climate change and to sustainable, responsible and inclusive development in Cambodia.

Cultural tourism is the backbone of Cambodia tourism development because that nation is rich in cultural resources such as monument, history, tradition, food, arts and craft, etc. Cultural tourism is the main motivating force for some 80% of tourism to Cambodia, almost twice the level of most countries. Three major attractions combine to achieve this result, monuments, museums and the Cambodian people.

The draft Cambodia Cultural Tourism Strategic Plan (CCTSP) 2016–2025, promotes the vision that Angkor Wat and its monuments will create the base for Siem Reap and its people to become a major cultural centre and for Cambodia to become a tourism gateway for South-East Asia.

The four major components of the strategic plan are:

- Product development;
- Brand management;
- Visitor management;
- Quality assurance; and
- Stakeholder approach.

**Mr. Yoshinori Ochi**

Secretary-General,  
Japan Association of Travel Agents, Japan

Mr. Ochi's presentation was titled Tourism as a Value-Creating Industry Gives a New Significance to World Heritage.

He concentrated on a case study of how the development of school programmes that enabled students to visit Japan's 18 World Heritage Sites, had generated strong outcomes.

### Value-creating industry

The mission of the Japan Association of Travel Agents (JATA) is "to be a value creating industry". Their programme intention is that activities linked with cultural routes are to utilize them as one of the stages for personal experience with historical stories. These activities will result in giving a new significance and value to historical monuments and cultural assets.

### Two examples of the events at World Heritage

Ten years ago, JATA organized a two-day light-up concert at Angkor Wat. Following the Angkor Wat concert, they organized concerts in the City of Xian in China which is the eastern gateway of Silk Road, and at the St. Francisco Cathedral of Assisi, Italy, which is the Western gateway of Silk Road. Thus they connected East and West.

### Japanese World Heritage and school excursions

There are 18 World Heritage Sites in Japan. They are perceived as places where people can learn and discover new values for Japanese people. This perception is the result of the existence of a school excursion system, which has been developed and widely spread in Japan after World War II.

Last year, 1,057,000 junior high students and 778,000 senior high school students travelled on school excursions. Almost all Japanese citizens have participated in one school trip in junior high and one school trip in senior high school. School excursions indeed are a nation-wide event. The main purpose is to learn about culture, environment and peace through the visits of the World Heritage Sites, Kyoto, Nara, Nikko, Hiroshima and Okinawa, etc.

Through this programme, cultural heritage becomes much more than a mere remnant of a bygone past. It becomes the ground of first-time cultural experiences and thus is given a new life.

## Positive effect of school excursions

School excursions can teach school kids in the Asian countries with fast-expanding tourism flows the importance of world heritage and its meaning. The introduction of school excursions into school education can have long-lasting positive effect on parents and local communities. Japan will be honoured to provide the necessary know-how and assist in building the infrastructure for school education trips in other countries.

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## Panel session 4

### Urban regeneration through cultural tourism

Moderator:

**Mr. Charles Landry**, Urbanist, Creative Cities, United Kingdom

Panellists:

**Mr. Dato Seri Mohd Nazri**, Minister of Tourism and Culture, Malaysia

**Ms. Sheikha Mai bint Mohammed Al Khalifa**, Minister of Culture, Bahrain

**Ms. Sandra Victoria Howard Taylor**, Vice-Minister, Minister of Commerce, Industry and Tourism, Colombia

**Mr. Donald E. Hawkins**, Professor, George Washington University, United States of America

**Mr. Javier Bello**, President, World Heritage Cities of Spain and Mayor of Alcalá de Henares, Spain

**Ms. Pansy Ho**, Vice-President of the China Chamber of Tourism and Managing Director of Shun Tak Holdings Limited, China



## Main objectives and conclusions

With more than half of the world's population living in cities, the growth of city tourism has become a critical factor in the preservation of cultural identity, economic revitalisation and as a mechanism for enriching city life.

This panel session explored how visitors are shaping cities and how historic cities have transformed themselves through a mix of creative cultural programmes, protection of historic buildings and transformation of redundant or degraded urban areas.

Historic urban ensembles, comprising villages, towns and cities form a major component of the living culture and historic cultural heritage of most societies, regions and nations. In many cases, the very reasons for their original foundation, such as trade, defence, artistic patronage, religious worship, etc., are still vibrant components of their living culture, contemporary life and historic buildings, giving the town or city a distinctive identity and strong sense place. In many cases historic urban settlements have retained their distinctive natural or cultural landscape settings.

In the last 50 years the older urban or industrial areas of many historic towns and cities have been regenerated to provide new cultural, recreational, commercial and residential opportunities for local people and improvements in their quality of life. Much of this regeneration has been undertaken in the form of public/private partnerships or through active public sector leadership encouraging private investment.

Historic urban ensembles, combined with their individually recognized historic monuments and archaeological sites, form one of the largest categories of World Heritage Sites and often dominate national or regional heritage inventories. Those who live and work in historic urban ensembles or their surrounding residential catchment, often generate the majority of contemporary cultural energy and form an important local market for contemporary and traditional local cultural products and performances.

The contemporary culture and surviving cultural heritage of historic urban ensembles also combine to form major attractions for the national and international tourism sectors. Tourism in cities and other historic urban centres generates different issues and opportunities compared with tourism to specific heritage sites in rural areas or isolated locations. Towns and cities have a local population base that supports much of the infrastructure required by the tourism sector, providing a secure base for the provision of such services and a direct mechanism for befitting the local economy.

The main conclusions reached by this panel session included:

- Cities must accept the need for transformation in a manner that protects the heritage character while encouraging creative industries and cultural activities to lead the rejuvenation of decayed, under-utilised or redundant urban resources;
- Transformation should base on creativity and energy, sound long term investment and a deep engagement by the local community as they progressively accept the benefits generated by such change;
- Building bridges between the public and private sectors and the local community is an essential ingredient for long term success;
- Strong public recognition and legal protection is needed for individual monuments and buildings as well as historic precincts. This should then be combined with enlightened urban planning policies that manage the interaction between new and old areas and strategically guide the economic balance in land values by preventing large scale redevelopment projects within historic districts;
- Creative outcomes should be derived from the energy of passion and clarity of shared visions among local stakeholders for regeneration;
- Strong public policy leadership should encourage and facilitate private engagement and private investment in urban revitalisation and local cultural activities. Private tourism investment in historic property can generate funding capacity far beyond that available from the public sector;
- Urban regeneration is often marked by how “walkable” or pedestrian friendly the city has become. The level of social interaction inter-action in the public places, squares, parks, marketplaces and streets is a good indicator;
- Building strong and useful networks between similar cities is a powerful tool to strengthen political will, bi-partisanship and national and international networks as generators of change;
- Good management of tourism congestion is an important process when seasonal or special purpose tourism threatens to overwhelm the local community. The development of alternative attractions and longer seasonality can reduce tourism pressures at peak periods; and
- Combine micro and macro initiatives to build momentum within the local community and their acceptance of change. Leverage innovative projects to generate larger urban and social outcomes. Include the creative transformation of contemporary infrastructure and urban precincts in preference to concentrating only on historic districts.

As moderator, Mr. Landry captured the conclusions of the panel session by encouraging historic towns and cities to “take ownership of their transformation, using their past to give depth and creative character to their future”.

## Summary of the presentations

**Mr. Charles Landry**

Urbanist,  
Creative Cities, United Kingdom

Mr. Landry opened the panel session by referring to the examples which will be presented by the panellists of how cities and towns have transformed themselves over the last 30 or 40 years. This transformation has generated new roles, new purpose, new confidence and new economies for these important historic places. Each has responded to that deep yearning for connection and engagement with the world and often done so with deep passion. They have managed to successfully blend the renewable nature of culture with the non-renewable but resilient character of heritage places and ensembles.

He observed that cities decline economically and perhaps socially over time and need to be revitalised to give their physical and intangible characters new leases of life. As creative industries combine with urban renewal and creative tourism, both the host societies and visitors benefit from the cultural interaction made possible by the efforts of the local community and their political and business leaders.

Mr. Landry observed that he will no longer respond to a question about why worry about heritage and creativity. He turns the question around and asks “what is the cost of not thinking about creativity, culture and cultural heritage?”

### Urban regeneration: culture and tourism

The connection between creativity, culture and urban reinvention has increasingly been established. Thus the question is less ‘what is the evidence for the link’ but rather more ‘what is the cost of not understanding the link’ in terms of lost opportunity and potential.

Urban renewal driven by culturally inspired initiatives helps reinforce identity of place, providing pride and motivation and image benefits. As a consequence they are more likely to become tourism destinations. This process generates employment and contributes to wealth creation.

Why is the connection between culture, and especially older structures, and tourism so strong? Equally why are heritage and creativity such great partners?

### New ideas need old buildings

Let us remind ourselves of Jane Jacob’s great adage, that old buildings resonate deeply, especially for those who have new ideas or want to be innovative. That is why world-wide thousands of old buildings, some ordinary, some extraordinary, some quirky and some grand have been put to new use. Think of the houses, shops, warehouses, breweries; train, bus or fire stations; cement, coal, textile, tobacco or steel factories; old markets or military barracks have been transformed

into retail emporia, culture or experience centres, incubators and company breeding grounds and as hubs for wider urban regeneration. Why do they resonate? At their best heritage buildings become:

- **Places of anchorage:** they exude memory and reflect the patina of ages in an age where the thirst for novelty increasingly erases our past. There is a yearning for us to feel viscerally a sense of lineage. Knowing where we come from helps give confidence to think through where we might be going. Change is the mantra of our age and so can feel hectic and unconsidered. Heritage fosters stability and helps slow things down and in trying to be creative in a speeding world we also need places to cultivate reflection;
- **Places of connection:** done well old buildings act as a catalyst for us to connect in multiple ways. By working in or living with heritage the patterns of our past show us possible routes to our futures. This becomes most inspiring when high tech is blended into old physical structures. You sit in a heritage building and are virtually linked to the wider world like a seamless thread. It is not surprising therefore that advanced knowledge based companies find this combination compelling;
- **Places of possibility:** by sparking curiosity old buildings trigger the exploratory instinct and so open our imagination from which creativity, invention and innovation can emerge. Our antennae are sharpened. Dull, faceless and homogenous settings by contrast close us in. Emotionally they can feel empty and lifeless and so we become drained of energy and motivation;
- **Places of learning:** old buildings grab attention and so help create concentration. This encourages conscious and unconscious learning. Again not surprisingly some of the best learning happens in heritage buildings that are adapted to new requirements. But incidental learning even happens even when we pass clusters of heritage buildings simply walking down a street or when we sit in an old café; and
- **Places of inspiration:** finally there is a visionary dimension since the heritage we have kept embeds and embodies ideals and aspirations that people, cultures and civilizations have made and continue to make.

So there we have it. Older buildings often have spaces that are unusual, stimulating and encourage flexible use. That is why the heritage and urban regeneration movements have together. The old and the new are great partners. All these attributes do not always come together in one single building. Yet seen collectively with an eagle eye view the potential power of heritage seeps through. Great historic places have a mix of qualities. They are both ordinary and extraordinary. They are familiar, warm and feel stable so you can relax and feel at home. Yet they can surprise and reveal the unexpected.

**Mr. Dato Seri Mohd Nazri**

Minister of Tourism and Culture,  
Malaysia

Mr. Dato Seri opened his presentation by affirming that cultural tourism is a vital component of Malaysia's tourism industry. Thus culture is inseparable from any form of tourism in a multicultural nation such as Malaysia, where each community contributes its tangible and intangible heritage to the national identity.

He presented a detailed case study of urban regeneration through cultural tourism in Malaysia with a particular focus on the joint World Heritage Sites of Melaka and Penang, inscribed in 2008. Together they share and demonstrate three main heritage themes:

- 500 years of history as multi-cultural trading towns at a major cross road on the maritime Silk Road between Asia and Europe;
- Living testimonies of the multi-cultural heritage and traditions of Asia and Europe; and
- Unique layers of architecture and townscape that reflect a number of traditional and colonial periods with influences from both Europe and Asia.

The impact of the UNESCO recognition of Melaka and Georgetown has been manifested through:

- Transformation of the cities;
- Change in the livelihood of people;
- Better quality of life in the economic and social aspects;
- Increase in tourist arrivals;
- Increase business opportunities that cater tourists needs;
- Generate employment;
- Preservation of local traditions, customs, practices and heritage; and
- Appreciation of local culture and history by the younger generation.

In Georgetown, Penang, streets have been rejuvenated, old buildings, including monuments and religious centres, restored and given new, often through public/private partnerships. Melaka has seen the beautification of the river as it flows through the town and the restoration of many important buildings.

A number of special programmes have been developed to ensure that the historic cities remain as vital components of Malaysia' living heritage:

- Preservation of local traditions, customs and heritage through cultural events and festivals;
- Heritage trail tourism packages to appreciate local culture and history;
- Building bridges between the Portuguese Settlement of Malacca with international affiliations; and
- Seminars/conferences for knowledge sharing and dissemination of information of preservation of culture and heritage.

**Ms. Sheikha Mai bint Mohammed Al Khalifa**

Minister of Culture,  
Bahrain

Ms. Sheikha Mai bint Mohammed Al Khalifa presented a case study on how a process of urban regeneration has managed to define a new destination in Bahrain, which culminated in the inscription of a series of heritage places within Muharraq city, the historic area of Manama, the national capital, known as the Pearling Route, on the World Heritage List.

The innovative and pioneering scheme of “Invest in Culture” was initially based on a partnership between an NGO, the “Sheikh Ebrahim Centre for Culture and Research”, and leading private sector corporations. The aim was for the renovation and adaptive reuse of a number of traditional historic houses, as exemplars to encourage other property owners to participate. Over 15 houses have been established as cultural centres, coffee shops, and museums bringing to life this important historic city through a process of urban regeneration.

The success of this initiative led to it being adopted by the government.

The scheme was then developed into a form of public-private partnership; resulting in a number of successful projects, two of which are at World Heritage Sites.

The first is an excellent museum at the site of Bahrain Fort, a World Heritage Site, which was funded by the private sector. A number of additional projects along the Pearling Route, Bahrain’s Second World Heritage Site, have also been renovated and rejuvenated as community centres or upgraded housing.

This initiative has been instrumental in leveraging resources and creating new tourism infrastructure with a wide sense of ownership amongst most of the stakeholders, local communities, business communities, government and NGOs. Many of the buildings now provide meeting places and cafes for tourists and local people.

**Ms. Sandra Victoria Howard Taylor**

Vice-Minister,  
Minister of Commerce, Industry and Tourism, Colombia

Ms. Taylor presented a case study on the social and urban renewal of the city of Medellín by the introduction of profound social changes in parallel with the development of mega-projects for urban transformation and innovation. These have featured social appropriation processes that generate a sense of ownership and belonging among its residents and instil civic values.

The recovery, enhancement and use of heritage buildings that had deteriorated in the midst of the deterioration of society itself constituted one such process. A concrete example is the revitalization of Berrío Park through the creation of an artistic, recreational and cultural space based on the work of master sculptor and painter, Fernando Botero, a native of this city. The process of urban renewal integrated public spaces with social activities and the Medellín Metro itself. It also included the implementation of innovative forms of social participation, with wide coverage, in the activities of the Museum of Antioquia, which houses the most important works by the Colombian artist.

Another example was the Medellín Metro, which the city's people today consider a valuable heritage element. Its stations have become spaces for art and the dissemination of history, culture and folk traditions, creating a sense of conservation and sound use of this means of transport, which has become an emblematic part of the city and represents a journey through cultural and tourism routes.

The recovery of green spaces around new infrastructure elements and the installation of modern street furniture that revolves around artistic, sporting, recreational and educational expressions have also become part of Medellín's living heritage.

Worth highlighting is the incorporation and inclusion, in terms of urban development as well as in social and cultural respects, of the north-eastern communes of Medellín, whose residents have created spaces for graffiti art, which have generated a real social transformation. Stations of the Metro-cable gondola lift network communicate these previously isolated areas to the urban and green spaces of the city.

The recent declaration as national heritage of the tradition of the *silleteros* (flower growers who make beautiful saddles that honour the profession of muleteers, famously portrayed in the image of Juan Valdez) reinforces their sense of belonging through the annual parade of *silleteros* through the main streets of the city.

Today, Medellín is an example of resilience in tourism; it is now considered the premier destination for holding events and congresses, and the sustainable use of cultural and natural heritage is another of its hallmarks. But perhaps what is most important is the sustainability of these processes based on the social appropriation of cultural and natural heritage. Combining the old and the new, Medellín stands as a true destination for cultural tourism and is already preparing to be the best host of the 21st General Assembly of the World Tourism Organization in September.

**Mr. Donald E. Hawkins**

Professor,

George Washington University, United States of America

Mr. Hawkins' presentation expanded the traditional concept of public-private partnerships for urban regeneration related to cultural tourism and conservation by adding an additional or third sector, people.

Some of the urban regeneration cases covered in this session have been undertaken in the form of public-private partnerships (PPPs) or through active public sector leadership encouraging private investment. PPPs are contractual arrangements in which the private sector assists in delivering a public facility or service to consumers by providing funding or operational services. Three sectors can be involved in PPP arrangements: (1) the public sector which may include one or all levels of government, (2) the private sector which includes businesses and investors, and (3) the third sector which is often overlooked and includes non-government, social, and community-based institutions, as well as people living near a heritage site.

The ability of the third sector to work nimbly provides opportunities to facilitate conservation outcomes that may be difficult for the public sector to manage.

The internationally focused World Monuments Fund, the Global Heritage Fund, Aga Khan Trust for Culture's Historic Cities Programme and the Getty Conservation Institute are examples of third sector organizations that are comprehensively involved in projects beyond providing a straightforward grant. At the international or regional level, development banks such as the World Bank, the Inter-American Development Bank, and the Asian Development Bank also play a significant role in urban regeneration in developing countries, particularly in areas of heritage significance.

Although development banks have great potential to develop financial facilities to encourage PPPs to facilitate investment and institutional capacity building, they often need catalytic support from strategically focused and nimble small scale organizations in the Third Sector to help mobilize resources and gain support from local communities.

To illustrate his point, Mr. Hawkins described a case involving a World Heritage Site known as the Citadel on the Island of Hispaniola in Haiti and the Dominican Republic:

- US based Tourism Cares provided leadership in stimulating support from the World Bank and the Inter-American Bank for the Citadel World Heritage Site and nearby communities in Haiti; and
- A US/DR university consortium working with the local community in the Dominican Republic developed support from the Inter-American Development Bank and USAID for urban regeneration activities in the historic city of Puerto Plata.

**Mr. Javier Bello**

President,  
World Heritage Cities of Spain and Mayor of Alcalá de Henares, Spain

Mr. Bello presented a wide ranging review of the urban renewal that has taken place in the 15 Spanish Heritage Cities that form a network of which he is president. The majority of these cities are inscribed on the World Heritage List and make up a major component of Spain's urban tourism attractions.

One of the strengths of his network is that it comprises the mayors of the various cities, and thus has a very strong sense of how much support has been generated for cultural heritage conservation and tourism among the urban populations of these cities. Mayors must balance many competing priorities but all are aware of the power of culture and heritage to shape the contemporary life and identity of the cities for both the local population and tourists,

Among the programmes that have been developed by the network are:

- Events and cultural activities;
- Education for the young;
- Coordinating committees for all tourism activities and development; and
- Coordinating committees for all heritage initiatives including the enhancement of historic places.

There are many contemporary challenges that face historic cities, including:

- Security and fire safety in historic centres, requiring swift intervention by well trained staff;
- Flexibility in the adaption of historic buildings;
- Traffic management, especially for those who are attracted to live in the historic centres;
- A strong planning and heritage protection regime;
- Environmental management; and
- Ensuring public awareness and support.

All stakeholders must be engaged in the resolution of these issues.

**Ms. Pansy Ho**

Vice-President,

China Chamber of Tourism and Managing Director of Shun Tak Holdings Limited, China

Ms. Ho introduced Macao [Macao, China; editor's note], a small island on the coast of China with a gigantic history and cultural tradition based on centuries of international and intercultural exchange, related to its geographic location on the edge of the South China Sea.

Macao's [Macao, China; editor's note] historical development from a little-known Chinese fishing port changed forever with the arrival of Portuguese colonisers in the mid-16th century, when Macao [Macao, China; editor's note] developed into an important trading port linking China with Europe as part of the maritime Silk Route. After it was reunited with China in 2000 as a Special Administrative Region, Macao [Macao, China; editor's note] has continued its important role linking various cultures and traditions, while maintaining its unique blend of Asian and European traditions through the efforts of its people, its government and its investors.

The government of Macao SAR has devised a clear master plan for tourism to thrive using the economic driver of the gaming industry, producing the resources for infrastructure improvement and facilitate a stable social environment. With a population of only 600,000, Macao [Macao, China; editor's note] has grown to become a world-renowned destination with an annual catchment of 38 million.

Using the strength of these resources Macao [Macao, China; editor's note] is now diversifying its cultural tourism attractions with a focus on its living cultures, arts, creative industries, leisure and hospitality, capitalising on its rich heritage assets against a backdrop of modern urbanisation. Ms. Ho's family has been fortunate enough to have been an important investor in Macao [Macao, China; editor's note] for more than 50 years, giving them a unique view of how Macao [Macao, China; editor's note] has changed and matured over time.

The private sector's steadfast support for Macao [Macao, China; editor's note] has coupled a sound, long term investment philosophy of driving economic gain at the same time as building an industry with best practices to encourage tourism growth while protecting Macao's [Macao, China; editor's note] unique cultures and cultural heritage. The private sector sees its role as to innovate and create great value for Macao [Macao, China; editor's note].

As two examples she cited initiatives to design architecture to complement the existing city character as it evolves along a continuum of urban development, and support for Lion Dance contests that maintain a long standing and popular facet of local culture.

Macao [Macao, China; editor's note] now provides living proof that public-private partnerships can make a positive contribution to sustaining cultures and cultural heritage of historic towns and cities.

In her new role Ms. Ho sees it as important for China to learn from these experiences as it builds its cultural tourism, taking care to protect its unique historic urban environments.

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## Closing session

### Participants

**Mr. Thong Khon**, Minister of Tourism, Kingdom of Cambodia

**Ms. Phoeurng Sackona**, Minister of Culture and Fine Arts, Kingdom of Cambodia

**Mr. Alfredo Pérez de Armiñán**, Assistant Director-General Culture, UNESCO

**Mr. Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO)

**Mr. Sok An**, Deputy Prime Minister, Kingdom of Cambodia



**Remarks by Mr. Alfredo Pérez de Armiñán**

Assistant Director-General Culture  
on behalf of Ms. Irina Bokova, Director-General, UNESCO

This conference has afforded us the opportunity for ministers of tourism and ministers of culture from around the world, experts and stakeholders from both sectors to come together to explore new models of partnership between tourism and culture. Our deliberations have been extremely rich.

It is never easy to summarize, but before doing so, however, I would like to express my thanks to you all for having participated actively in these debates. Indeed I am very grateful to all the governmental representatives who have gathered here today: ministers, vice-ministers, ambassadors, senior government officials, experts and practitioners. Your statements and interventions have been most insightful and inspiring.

My sincere appreciation and gratitude go to the Royal Government of Cambodia and the provincial government of Siem Reap for their warm hospitality and the excellent arrangements made for us. Excellencies Minister Thong Khon, Minister Phoeurng Sackon and Deputy Prime Minister Sok An thank you. This conference would not have been possible without your generous support.

I would also like to thank the World Tourism Organization. Secretary-General Rifai we appreciate our close collaboration and look forward to working with you in implementing the outcomes of this conference.

Culture and tourism are inextricably linked. Over the past two days we have heard about the extraordinary potential of cultural tourism for sustainable development and conservation and have acknowledged our shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as the significant opportunities for both culture and tourism to develop new partnership models.

But this is just the beginning. Culture and tourism together have the potential to create jobs and better livelihoods, inspire and unify.

We have heard about approaches to link people and foster sustainable development through cultural routes, promote closer linkages between tourism, living cultures and creative industries, indigenous culture and harness the potential of tourism for urban renewal and development.

Innovative, inclusive and community-based. These are our guiding principles.

We must pursue this collective work to unleash this great potential, finding ways of opening up and reaching out.

We must forge new and stronger partnerships between the public and private sectors and with civil society. I can say unequivocally that UNESCO is committed to working with you to achieve this critical goal.

But for UNESCO I come back again to our key priority of preserving, conserving and safeguarding natural and cultural heritage. This is our starting point. Tourism has an essential role to play in valuing and safeguarding culture. Above all resources are needed to protect these priceless assets.

I would like to again reiterate the proposal to create a multi-sectorial fund dedicated to supporting tourism development for the recovery of heritage sites that are emerging from conflict or other difficult circumstances.

Development for conservation, conservation for development in a sustainable way.

The conference Declaration before us provides a blueprint for action and an unprecedented opportunity to deepen our commitment to the shared values expressed in this document.

In this spirit, I feel very inspired by the energy generated by this distinguished assembly and the commitment you have shared over the past two days, and I appeal to you to always think big, and to join forces, building and strengthening partnerships.

In closing, on behalf of the Director-General of UNESCO, I would like to reiterate our appreciation for your steadfast commitment, and your inspiration, and I look forward to working with you in the future.

**Remarks by Mr. Taleb Rifai**

Secretary-General,  
World Tourism Organization (UNWTO)

Excellency, Deputy Prime Minister Sok An, what can I say? You have overwhelmed us with your kindness, you have taken care of each and every one of us, you have dedicated so much time to all of us, you have been an example of hospitality, kindness and warmth, we thank you all, on the behalf of everyone here. Thank you so much!

My very good friend, Minister Thong Khon, I always thought of you as a friend, a good friend, today you are one of the best friends I had in my life. You are also one of the best organizers I have ever seen. Not a single little mistake, not one. Every one of us here is smiling, every one of us is happy, every one of us is grateful. You and your team have done an impeccable work. Thank you so much.

Minister Sackona, I hope to bring you closer to tourism, just like we try to attract each and every culture minister to our field, just as we are extending our arms to you. It is a pleasure to get to know you and to see you sitting next to my friend is a very encouraging sign. Thank you so much.

Alfredo, and I want to just call you Alfredo, I feel that I have known you for a long period of time. We just met two days ago, and I am sure that the partnership that will be forged between us is going to be an incredible partnership. You are a very worthy man, I really congratulate you and wish you all the best in your new endeavour and I promise you we will be committed to the partnership with UNESCO for as long as it takes and as hard as the work may be. Thank you so much.

Dear friends, Ladies and Gentlemen, what can I say, all what needs to be said has been said. I want to thank you warmly, all of you. I don't think this is a time to talk more about how important the work we do is to mankind, I think we have demonstrated that. Your presence here in the last two days has been incredibly valuable. I hope you all feel the way I feel, we are making history today. The Siem Reap Declaration is a document that will be referred to and will be remembered for years to come. I am sure that many of you feel that the conversations, the discussions were not too focused, were not too streamlined, there were many thoughts overlapping, sometimes contradicting, sometimes repetitive. But the important thing is that we are all here because we believe in the importance of what we are doing, and we are starting something that is not going to stop and I promise you that.

This would never have happened without the wonderful embracement and support of the Kingdom of Cambodia. This Kingdom, from the King to the Prime Minister to the Deputy Prime Minister to the ministers down to every single on young lady and man that has been serving us day and night, and I hope they are here to hear us, because these wonderful people that are the future of this country, have been serving us with such a smile, such professionalism that is incredible. I am sure that each every one of the people that are sitting here on the stage, has been assisted by a wonderful young man or a wonderful young woman, would attest to that. They were there from 6 o'clock in the morning, before we wake up, waiting for us, to get up, to get into our cars, to tell us what to do, and they would not leave until we are sleeping in our beds in peace and quiet. They are wonderful people.

Mister Deputy Prime Minister, these are the real assets of the country, Siem Reap was built by the ancestors of these young men and the future of Cambodia will be made by the children and the grand children of these young people. I congratulate you.

Ladies and Gentlemen, you will forgive me if I will not be speaking about culture and tourism today. I will only be speaking about Cambodia, because it is the example of how things can happen. This country 10 years ago was not a country likely to come to where it is today. This country 15 years ago, was struggling with itself. This country is in a region that 15–20 years ago was not even recognized as a centre of power. Today, Asia, the future of Asia, is the future of my children, my grandchildren and the future of your children and grandchildren. Where Asia succeeds, we will succeed. Where Asia, God forbids, crumbles, we will. We need to support Asia, we need to support countries like Cambodia, we need to support every nation in this continent, in this part of the world, which is making history, and coming out of the very challenging pains of the past, to build a wonderful future.

I want to bring you two examples. Last night, we were sitting in a dream-like atmosphere, with a wonderful, gracious, humble, down to earth, human king. A real king, who smiled to each and every one of us, spoke to each and every one of us, receiving us in a place that he could clearly recognize, it's the place that was built by his fathers and grandfathers. He was talking about it so proudly; he even, he and his father wrote the music that was played to us. For a minute, just stop and think, we were sitting in a real place, in real history, this was not a Hollywood set, this was not a stage set, this is real Angkor Wat, a thousand years old place, that is full of life, full of stories all surrounding us, with the people of today.

And the people that were dancing and singing last night, who were they? They were people that exemplified the essence of culture, the tradition, in the way they respected each other, in the way they paid their respect to their king, to their officials, to their elders, the way they dressed, the way they bow, every single movement was an act of respect to their tradition and to their culture. Yet, yet, when it came to modern day life, they were jumping and dancing like the best of the artists of modern day, they were an example of how tradition brings strength, not to live in the past but to venture into the future. I was very, very stunned by the act of the traditional dancers dancing with the modern dancers, jumping, mixing modern music with traditional music and presenting to us what the real roadmap of the world today must be. It was a night of dreams, I am sure you will carry it in your minds, for as long as you live and you will always remember that, and I hope, I hope you will tell everybody about it, because everybody should have the chance to come and see this wonderful country and to come and visit this wonderful country and to come and interact with the people of Cambodia.

The second example, today, I had a chance to be at lunch that was hosted by the Minister of Tourism of the Republic of Korea, and there I went rushing, feeling guilty that I was tired and late, because I was enjoying my time with the deputy prime minister, so I was half an hour late for lunch, but they were both the Minister of Korea and the Minister of Cambodia, waiting for me, embracing me, smiling, not making me feel guilty, and I sat there. And I saw something that I wish each and every one of you was with me to see, I saw Korean musicians with Cambodian musicians, each one of them wearing their own traditional clothes, sitting next to each other, a band, a group of about 20 people, each one of them playing a different instrument, in one tune, one tune, from Korea to Cambodia. In my mind I was thinking, this is Asia, these are people that know how to

work together, and these are people that know that what's good for my neighbour is good for me. This is the new world my friends, the new world is being carved here, exactly where you are. This is the future of the world, and you brought it all together to us.

I am so thankful, so grateful, I have prepared for myself a three-page-and-a-half speech about the importance of culture and the importance of tourism, but I thought what is more important, is what we saw, what we lived, the relationship, the friendships and the experiences that we had in these 48 hours. We attend so many conferences in our lives, we sit we listen to people, intelligent people, analytical people, but what really matters at the end of the day, the experience of being together for 48 hours, and my God, what an experience it was. We all will go back remembering the deputy prime minister, prime minister, the king and the wonderful people that were opening the doors to our cars, asking us to ride into busses, escorting us and being with us day and night. These are the people that deserve our thanks, our gratitude, I thank you so much deputy prime minister, you represent, through you, I want to thank all the people of Cambodia, that have welcomed us.

Thank you so much.

**Closing by Mr. Sok An**

Deputy Prime Minister,  
Kingdom of Cambodia

It is my great pleasure and honour to participate in this closing ceremony of the World Conference on Tourism and Culture under the theme Building a New Partnership.

On behalf of the Royal Government of Cambodia, I would like to express my heartfelt thanks to UNWTO and UNESCO for supporting Cambodia's hosting of this significant World Conference on Tourism and Culture in Siem Reap, home to the Angkor World Heritage Site. I also wish to express my sincere appreciation for the great efforts and effective cooperation between the Cambodian Ministry of Tourism and Ministry of Culture and Fine Arts as well as other relevant ministries, institutions and local authorities so as to ensure the smooth and successful proceeding of this world conference.

This conference is the biggest forum of its kind, which has attracted a large number of key players in the field – policy leaders, academics and practitioners – from around the world, to share information, knowledge, experiences and new perspectives on the closely intertwined sectors of tourism and culture. I believe that the results of this conference will benefit the industry stakeholders, especially in the context of today's global developments, since many pertinent topics have been thematically presented and discussed, generating results with good policy implications.

In particular, the Royal Government, under the wise leadership of Samdech Akka Moha Sena Padei Techo HUN SEN, Prime Minister of the Kingdom of Cambodia, considers these to be valuable contributions to the achievements it has already made in its efforts to safeguard culture and sustainably develop tourism in line with the *motto* "Conservation for Development and Development for Conservation".

I would like to take this opportunity to share with you some of our efforts and achievements in these two areas.

First, as far as heritage is concerned, we Cambodians take pride in our great historical, cultural and natural heritage, especially the Angkor complex, which remains a centre of our national identity and spirit, and continues to be the important core of our great culture and civilizations. Angkor Wat is depicted on our national flag, while paintings of Angkor Wat are found everywhere in Cambodia, including public buildings, offices and private dwellings. Given its incontestable Outstanding Universal Value, Angkor was inscribed in 1992 on the World Heritage List, and at the same time, placed on the List of World Heritage in Danger. 1993 witnessed concerted international efforts and solidarity leading to the creation of the International Coordinating Committee for the Safeguarding and Development of the Historic Site of Angkor (known as ICC-Angkor). Since its inception, ICC-Angkor in good partnership with the APSARA Authority has successfully cooperated in the safeguarding of the Angkor site, resulting in the removal of the site from the World Heritage in Danger List in 2004. ICC-Angkor has been considered as a model for international cooperation in World Heritage protection.

In 2008, the sacred Temple of Preah Vihear was inscribed on the UNESCO World Heritage List and the inaugural session of the International Coordinating Committee for Preah Vihear (ICC-Preah Vihear), following the model of the ICC-Angkor, was successfully held just two months in December last year here in Siem Reap.

Besides such tangible heritage, Cambodia has other key intangible cultural heritage embedded with knowledge, experience, and daily livelihoods of the people, including beliefs, myths, traditions, religions, philosophy, law and customs, dance, music, drawings, and sculptures, which are the basis for one of the most ancient and renowned civilizations for centuries in the region and beyond. So far, two items of Cambodian intangible cultural heritage have been inscribed on the List of Intangible Cultural Heritage of Humanity. These are the Royal Ballet of Cambodia in 2003 and Large Shadow Theatre in 2005.

In the near future, the Royal Government will nominate more cultural heritage, such as Sambor Prei Kuk Archaeological group in Kampong Thom Province, and the Cambodian martial art known as *Lbokator* registered as the World Heritage.

Closely linked to culture is tourism, which has been playing important roles, culturally and economically. In terms of the former, tourism enhances people-to-people connectivity and mutual understanding through the exchange of rich and diverse culture. Consequently, the world peoples would mutually respect the different cultures, traditions, religions, and languages.

In terms of the latter, tourism is gained a more important place as a rapidly emerging industry of our time, which according to UNWTO, represents some 9% of global GDP or 30% of the total exports of services. For Cambodia, tourism revenues accounted for 16% of the national GDP in 2013, when the number of international tourist arrivals was 4.2 million, jumping from around 118,000 in 1993 while projected to be between 7–8 million in 2020. Such a rapid increase are due to many factors, but the most important is the nationwide peace, security and political stability unprecedented in the last 500 years of Cambodian history anchored by the win-win policy initiated by Samdech Prime Minister Hun Sen, the “open-skies” policy and many more policies that the Royal Government has been actively implementing to promote tourism development. The Siem Reap-Angkor region is the prime destinations for cultural and heritage tourists thanks to it being the home to the UNESCO World Heritage Site and the cradle of Khmer Empire. Cambodia also has a lot more tourist attractions suitable for other forms of tourism, especially ecotourism. It is endowed with beautiful natural features and environment, including forests, rivers, lakes, world-class beaches, offshore islands and wildlife, especially the rare Mekong River dolphins.

While the two sectors have registered impressive records, as successively appreciated by the international community, particularly the World Heritage Committee at the 38th session in Doha (Qatar), from 15 to 25 June 2014, which specifically commends Cambodia and the ICC-Angkor for the effective safeguarding and management of the Angkor World Heritage, as well as for the establishment of the Tourism Management Plan and a Risk Map, the Royal Government has been prudent and consistent in its efforts to maintain the conditions and to develop the two sectors. For instance, we have been working to promote responsible and ethical tourism as well as green tourism, since it can minimize the negative aspects on the environment and enhances the cultural integrity of local people. And I am convinced that this world conference has helped shed extra lights, as cultural tourism is the biggest and fastest growth sector of the tourism market, generating innovative cultural and creative industries and strengthening traditional ones

to promote the destination and improve the attractiveness of the local products and brands, as well as enhance people-to-people connectivity.

In order to enhance people-to-people connectivity, further efforts and initiatives are highly encouraged. Undoubtedly, of critical importance is to organize more cultural events and increasingly involving youth in culture- and tourism-related exchanges and programmes, like the Angkor Sangranta events realized by the Union of Youth Federations of Cambodia (UYFC) in Siem Reap province; this year's Angkor Sangranta will expand its activities to engage their international counterparts in various joint cultural performances. Moreover, a stronger cooperation is needed to protect, promote and restore both tangible and intangible cultural heritage, as well as to develop more creative cultural industry projects.

In this respect, the crucial partnership and harmonious marriage between tourism and culture sectors are necessary through pertinent dialogue and clear cooperation mechanism to ensure mutual benefit to both sectors. Forging partnerships between the public and private sectors and all stakeholders is also vital for culture to be marketed to promote destinations not only for tourism, but also as places for residence, work and investment.

I am convinced that UNWTO and UNESCO will continue to advance the partnership and cooperation as a driving force in balancing heritage conservation and tourism development in the interests of global development. I sincerely hope that this forum will bring ideas that help sharpen and improve the sectors.

Once again, I would like to extend my heartfelt thanks to the national and international speakers for sharing your valuable knowledge, perspectives, best practices and lesson learned and my sincere appreciation for the distinguished delegates for your constructive contributions and participation in this world conference.

I wish to express my congratulations for the adoption of the Siem Reap Declaration. This will form an important roadmap for the development of cultural tourism and the conservation of cultural heritage in a sustainable and responsible manner toward the mutual and balanced growth of both sectors.

Finally, may I wish Your Excellencies, Ladies and Gentlemen good health, happiness and success in your noble endeavours. I also wish those who continue to remain in Cambodia after this conference a pleasant stay, and those who have to return home a safe trip. And hope to see some of you here again at the 2015 Angkor Sangranta event during mid-April.

I now declare the World Conference on Tourism and Culture 2015 closed.

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## Siem Reap Declaration

### Siem Reap Declaration on Tourism and Culture: Building a New Partnership Model

The ministers of tourism and culture and heads of delegation of the UNWTO and UNESCO Member States, representatives of the World Tourism Organization (UNWTO), of the United Nations Educational, Scientific and Cultural Organization (UNESCO), of the United Nations Alliance of Civilizations, of regional organizations, academia, private sector, cultural and tourism institutions, and non-governmental organizations, meeting, on the occasion of the World Conference on Tourism and Culture: Building a New Partnership, held in Siem Reap, Cambodia, on 4–5 February 2015 under the high patronage of H.E. Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Kingdom of Cambodia, of the Secretary-General of the World Tourism Organization (UNWTO) and of the Director-General of UNESCO.

#### Recalling that:

- Tourism has grown over recent decades to become one of the leading global socio-economic sectors of our times;
- Tourism creates immense opportunities for inclusive economic growth and sustainable development through job creation, regeneration of rural and urban areas, and the appreciation and protection of natural and cultural heritage;
- In 2012, for the first time, over one billion international tourists travelled the world, and in 2014, the World Heritage List reached 1,000 sites;
- Culture, reflected in heritage and traditions as much as in contemporary art, languages, cuisine, music, handicrafts, museums and literature, is of immeasurable value to host communities, shapes community identities and fosters respect and tolerance among people, has become a key tourism asset, creating distinctive differences between destinations; and
- Cultural tourism can make a significant contribution to the socio-economic development and empowerment of local communities.

#### Considering that:

- Safeguarding of culture in its diverse manifestations is a guarantee of sustainable development, as underscored in international standard setting instruments, including:
  - The 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions;
  - The 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage;
  - The 2001 UNESCO Convention on the Protection of the Underwater Cultural Heritage;
  - The 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage;
  - The 1970 UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property; and
  - The 1954 UNESCO Convention for the Protection of Cultural Property in the Event of Armed Conflict.

- Sustainable tourism can be a considerable force in safeguarding and fostering the appreciation for tangible and intangible heritage as well as encouraging the development of arts, crafts and other creative activities;
- Article 4 of the Global Code of Ethics for Tourism, adopted by the UNWTO General Assembly in 1999 and endorsed by the United Nations General Assembly in 2001, underlines that “tourism is a user of the cultural heritage of mankind and contributor to its enhancement”;
- The 2013 United Nations General Assembly Resolution on Culture and Sustainable Development (A/RES/68/223), acknowledges that culture contributes to inclusive economic development;
- The Hangzhou Declaration of May 2013, Placing Culture at the Heart of Sustainable Development Policies, reaffirms that culture should be considered as a fundamental enabler of sustainability, being a source of meaning and energy, a wellspring of creativity and innovation and a resource to address challenges and find appropriate solutions;
- The 2014 Florence Declaration on Culture, Creativity and Sustainable Development, Research, Innovation, Opportunities calls upon governments, civil society and the private sector to take action in global partnership to promote creative environments, processes and products;
- For many years, UNWTO and UNESCO have been working together to raise awareness and promote the strong interlinks between tourism and culture, while emphasizing the need for mutually beneficial partnership models, namely through the UNESCO World Heritage Sustainable Tourism Programme; and
- Building new partnership models for collaboration between tourism and culture falls within the emerging international consensus of the fundamental links between culture and heritage, and merits due consideration under the post-2015 development agenda.

**Recognizing that:**

- Despite the immense synergies between tourism and culture, the two sectors often operate within government and administrative structures that are disconnected or poorly coordinated, resulting in less than optimal outcomes for national and regional development policies, planning and development;
- At a time of unprecedented tourism growth, it is important to emphasize the shared responsibility among culture and tourism stakeholders, especially within government and public administrations at all levels, as well as the immense opportunities for both culture and tourism to develop new partnership models;
- Successful outcomes require engaging culture and tourism stakeholders at all levels to address cross-cutting responsibilities in areas such as governance, community engagement, innovation and corporate social responsibility;
- For tourism to achieve social, economic, and environmental sustainability, the natural and cultural assets of any nation or community must be valued and protected;
- Sustainable tourism can be a key driver in the preservation and promotion of cultural heritage, while nurturing a sense of pride and self-esteem within communities and destinations around the world and that if inappropriately managed and developed it can jeopardize such heritage;
- Tourism development and activities associated with cultural heritage can achieve sustainability through building responsible governance structures, ensuring protection and conservation, promoting investment, fostering poverty reduction, facilitating linkages between tourism sectors and local suppliers of goods and services, showcasing local cultures and supporting human resource development;
- There is need to reinforce and expand the contribution of living cultures and creative industries, such as music, multimedia, crafts, cuisine, architecture and design, towards the

achievement of sustainable tourism, because these have an increasing role in creating the distinctive and unique visitor experience of each destination, and tourism investment can bring new consumers, foster innovation and the exchange of experiences that grow the creative industries with expanding markets;

- Cultural routes linking such places offer important opportunities for tourism development, regional integration and economic development, while promoting the revitalization and promotion of cultural and economic links between people and communities; and
- Cultural tourism has the potential to contribute to the cultural development, growth and rejuvenation of urban areas and historic cities.

**Reaffirm their commitment to:**

**1. Build new partnership models between tourism and culture by:**

- 1.1 Working towards greater integration of culture and tourism into the post-2015 development agenda;
- 1.2 Reducing barriers and facilitating effective partnership models and governance structures within government at national, regional and local levels, to develop, coordinate and implement tourism and culture policies and practices in a more integrated manner;
- 1.3 Encouraging and facilitating effective partnerships between government, private and community organizations in both tourism and cultural heritage sectors;
- 1.4 Developing cultural tourism policies that recognize, protect and promote the authenticity of culture and cultural heritage and forge effective synergies using a range of appropriate technologies and social media platforms whereby all stakeholders exchange more information, experience and best practice in this area; and
- 1.5 Using tourism and culture as a fundamental tool in development cooperation for developing countries and recovery in areas affected by crisis.

**2. Promote and protect cultural heritage by:**

- 2.1 Encouraging tourism activities that contribute to increase public awareness and support for the protection and conservation of cultural heritage; in particular, by communicating heritage characteristics and values through the tourism experience chain;
- 2.2 Considering the aspirations of the host communities in determining and managing the use of the tangible and intangible culture;
- 2.3 Ensuring that sufficient revenues derived from tourism activities go toward the management and conservation of cultural and natural heritage and promote the engagement of tourists;
- 2.4 Protecting and sustainably managing World Heritage Sites and encouraging the implementation of the World Heritage Sustainable Tourism Programme, including the implementation of effective tourism congestion management measures, training and capacity building of site managers and other stakeholders;
- 2.5 Supporting the fight against trafficking of cultural heritage;
- 2.6 Promoting examples for responsible and sustainable tourism management at World Heritage Sites and ensuring that the local or host community benefits from tourism;
- 2.7 Ensuring that ethnic and indigenous people and their cultures are respected and preserved and that tourism development and promotion is done with full participation and through equitable partnerships;
- 2.8 Implementing effective and appropriate heritage and socio-economic sustainability impact assessment procedures prior to the approval of tourism projects associated with World Heritage Sites and the local communities in the vicinity of such sites; and

- 2.9 Advancing service quality, the use of technology and visitors' research in order to increase the competitiveness of cultural sites.
- 3. Link people and foster sustainable development through cultural routes by:**
- 3.1 Where appropriate, encouraging and facilitating international and national initiatives that draw together historically or thematically linked heritage places, including World Heritage Sites, into tourism routes, corridors or circuits;
- 3.2 Building international or regional networks across culture and tourism government agencies and within other relevant government areas such as foreign affairs, transportation, interior or immigration;
- 3.3 Cooperating across regional or national borders to encourage, facilitate and build governance and certification models to ensure quality and consistency of the visitor experience along the cultural routes;
- 3.4 Fostering equity of governance structures, tourism development, public/private partnerships and marketing activities across the entire cultural route; and
- 3.5 Consulting local communities and engaging them as stakeholders in the formulation and management of tourism along cultural routes.
- 4. Promote closer linkages between tourism, living cultures and creative industries by:**
- 4.1 Encouraging opportunities for cultural tourism to be a valuable generator of business opportunities and socio-economic development for creative industries and the cultural sector;
- 4.2 Encouraging and facilitating new forms of cultural tourism, such as creative tourism, and tourism related to special interests such as museums, industrial, underwater or memorial heritage;
- 4.3 Promoting sustainable value chains within local communities that ensure a consistent quality and creativity in the presentation and/or performance by cultural industries;
- 4.4 Fostering local training and educational opportunities for ongoing participation and growth in cultural industries; and
- 4.5 Encouraging public and private investment in physical and institutional infrastructure to sustain local creative industries.
- 5. Support the contribution of cultural tourism to urban development**
- 5.1 Encouraging local cultural traditions, museums and contemporary creative industries to become part of the programmes for urban development and/or regeneration;
- 5.2 Encouraging the regeneration of degraded or redundant industrial areas of historic cities includes the integration of cultural heritage;
- 5.3 Encouraging urban development to be undertaken in association with local communities and provides equitable opportunities for socio-economic development;
- 5.4 Encouraging urban development to be integrated socially and culturally with other urban areas to improve interaction between new and existing residential communities; and
- 5.5 Encouraging cultural programmes and creative industry initiatives aimed at regenerating urban areas to include participation by tourists as well as local people.

And express their sincere appreciation and gratitude to His Majesty Preah Samdech Preah Baromneath Norodom Sihamoni, King of Cambodia, who kindly provided an unforgettable opportunity to experience the rich cultural heritage of the country, as well as the Royal Government of Cambodia and the provincial government of Siem Reap for their warm hospitality, the excellent arrangements for the conference and their fundamental contribution to advance the links between tourism and culture with the aim of promoting a more sustainable future for all.

Siem Reap, Cambodia, 5 February 2015

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## Annex I

# Programme of the UNWTO / UNESCO World Conference on Tourism and Culture: Building a New Partnership

### Tuesday, 3 February 2015

- |               |  |
|---------------|--|
| 10:00 – 20:00 | Registration   |
| 15:00 – 18:00 | Pre-conference tours <ul style="list-style-type: none"><li>– Option 1: Angkor Wat</li><li>– Option 2: Bak Kheng sunset</li><li>– Option 3: Tonle Sap Biosphere Reserve</li></ul> |

### Wednesday, 4 February 2015

- |               |  |
|---------------|--|
| 08:00 – 12:00 | Registration   |
| 09:00 – 10:30 | <b>Opening Ceremony</b><br>Welcome remarks by <b>H.E. Dr. Thong Khon</b> , Minister of Tourism, Kingdom of Cambodia<br>Remarks by <b>H.E. Ms. Phoeurng Sackona</b> , Minister of Culture and Fine Arts, Kingdom of Cambodia<br>Remarks by <b>Mr. Alfredo Pérez de Armiñán</b> , ADG Culture, UNESCO<br>Remarks by <b>Mr. Taleb Rifai</b> , Secretary-General, UNWTO<br>Address by <b>H.E. Samdech Akka Moha Sena Padei Techo Hun Sen</b> , Prime Minister, Kingdom of Cambodia |
| 10:30 – 10:40 | Signing Ceremony of International ST-EP Organization (Sustainable Tourism for Eliminating Poverty)   |
| 10:40 – 11:00 | Coffee break   |
| 11:00 – 11:15 | Keynote speech by <b>King Simeon II</b> , former Prime Minister of Bulgaria  |
| 11:15 – 11:30 | Keynote speech by <b>H.R.H. Prince Sultan bin Salman bin Abdulaziz</b> , Chairman of the Board and President of SCTA   |
| 11:30 – 11:40 | Message by <b>Tariq Al-Ansari</b> , Chief of Cabinet of the United Nations Alliance of Civilizations (UNAOC)   |
| 11:40 – 12:10 | Press conference   |
| 12:00 – 14:00 | Lunch at the Palm Garden in Le Meridien Angkor Hotel   |
| 14:00 – 17:00 | <b>Ministerial Dialogue: Building New Partnership Models</b><br>Moderator:<br><b>Andrew Stevens</b> , Editor and Correspondent at CNN<br><i>The Ministerial Dialogue will address the policy and governance framework necessary to foster a new collaboration model between tourism and culture to</i>   |

*support responsible, culturally-aware, inclusive and sustainable tourism that contribute to the socio-economic development of host communities, promote cross-cultural exchanges, and generate resources for the safeguarding of tangible and intangible heritage.*

Conclusions of the Ministerial Dialogue

19:00 – 22:00 Welcome Gala Dinner and cultural performances at the Elephant Terrace of Angkor Wat Temple hosted by **H.M. Preah Bat Samdech Preah Baromneath Norodom Sihamoni**, the King of the Royal Kingdom of Cambodia.

#### Thursday, 5 February 2015

09:00 – 09:10 Setting the scene by Mounir Bouchenaki, Director of the Arab Regional Centre for World Heritage, Bahrain

09:10 – 10:30 **Session 1: promoting and safeguarding culture**

*If properly managed, tourism can be a key driver in the safeguarding and promotion of culture, while nurturing a sense of pride within communities and destinations around the world.*

Moderator:

**Elizabeth Becker**, Journalist, USA

Panellist:

**Charles Binam Bikoi**, Executive Secretary, International Centre for Research and Documentation on African Traditions and Languages (CERDOTOLA), Cameroon

**Christopher Dobbs**, Head of Interpretation and Maritime Archaeology, Mary Rose Trust, UK

**John King**, Chairman, Australian Tourism Export Council, Australia

**Kishore Rao**, Director, World Heritage Centre, UNESCO

**Sok Sangvar**, Head of Angkor Tourism Management Plan, APSARA National Authority, Cambodia

Open debate and conclusions

10:30 – 10:50 Coffee break

10:50 – 12:10 **Session 2: living cultures and creative industries**

*Tourism is about experiencing the world and its living cultures. Creative industries, such as music, cinema, crafts, architecture or design, play an increasing role in creating a unique visitor experience, while tourism can foster innovation and the exchange of experiences that grow the creative industries and provide socio-economic benefits to local communities.*

Moderator:

**Jordi Tresserras**, Director, Laboratory of Heritage, Cultural Tourism and Creativity (LABPACT), University of Barcelona, Spain

Panellist:

**H.E. Alain St. Ange**, Minister for Tourism and Culture, Seychelles

**Amareswar Galla**, Executive Director, International Institute for the Inclusive Museum, Denmark

- Hansjürgen Schmölzer**, Project Director, Creative Austria  
**Helena Egan**, Director of Industry Relations, Trip Advisor, UK  
**Jaesung Rhee**, Executive Vice-President for International Tourism, Korea Tourism Organization, Republic of Korea  
**Xu Jing**, Regional Director for Asia and the Pacific, UNWTO  
 Open debate and conclusions
- 12:10 – 14:00 Lunch hosted by the Ministry of Culture, Sports and Tourism of the Republic of Korea at the Palm Garden in Le Meridien Angkor Hotel
- 14:00 – 15:20 **Session 3: linking people along cultural tourism routes**  
*Cultural routes offer important opportunities for tourism development, regional integration and economic development, while promoting the revitalization and promotion of cultural and economic links at national and international levels.*  
 Moderator:  
**Penelope Denu**, Executive Secretary, European Institute of Cultural Routes, Luxembourg  
 Panellist:  
**H.E. Marcela Bacigalupo**, Minister – Executive Secretary, SENATUR, Paraguay  
**John Delaney**, Senior VP, Seabourn, USA  
**Kishore Rao**, Director, World Heritage Centre, UNESCO  
**Laura Cepukaite**, Head, Tourism Policy Division, Ministry of Economy, Lithuania  
**Neb Samouth**, Director-General of Tourism, Cambodia  
**Yoshinori Ochi**, Secretary-General, Japan Association of Travel Agents (JATA), Japan  
 Open debate and conclusions
- 15:20 – 16:40 **Session 4: urban regeneration through cultural tourism**  
*With more than half of the world's population living in cities, the scope for urban tourism is growing rapidly. Urban tourism is critical in the preservation of cultural identity, economic revitalization and for enriching city life.*  
 Moderator:  
**Charles Landry, Urbanist**, Creative Cities, UK  
 Panellist:  
**H.E. Dato' Seri Mohd Nazri**, Minister of Tourism and Culture, Malaysia  
**H.E. Sheikha Mai bint Mohammed Al Khalifa**, Minister of Culture, Bahrain  
**H.E. Sandra Victoria Howard Taylor**, Vice-Minister, Ministry of Commerce, Industry and Tourism, Colombia  
**Donald E. Hawkins**, Professor, George Washington University, USA  
**Javier Bello, President**, World Heritage Cities of Spain  
**Pansy Ho**, Vice-President of China Chamber of Tourism and Managing Director of Shun Tak Holdings Limited, China  
 Open debate and conclusions
- 16:40 – 17:00 Coffee break

- 17:00 – 18:00 **Closing session**  
 Siem Reap Declaration on Tourism and Culture delivered by **Ms. Sandra Carvao, Chief, Communications, UNWTO**  
 Closing remarks  
 Wrap up by **H.E. Dr. Thong Khon**, Minister of Tourism, Kingdom of Cambodia  
 Remarks by **H.E. Ms. Phoeurng Sackona**, Minister of Culture and Fine Arts, Kingdom of Cambodia  
 Remarks by **Mr. Alfredo Pérez de Armiñán**, ADG Culture, UNESCO  
 Remarks by **Mr. Taleb Rifai**, Secretary-General, UNWTO  
 Closing by **H.E. Dr. Sok An**, Deputy Prime Minister, Kingdom of Cambodia
- 19:00 – 21:00 Farewell Dinner with culture performance hosted by China Chamber of Tourism and Suning at the Palm Garden in Le Meridien Angkor Hotel

### Friday, 6 February 2015: technical visits

- 5:20 – 12:00 Option 1: Sunrise at Angkor Wat and Tonle Sap Biosphere Reserve  
 9:00 – 13:00 Option 2: Temples tours  
 9:00 – 13:00 Option 3: Tonle Sap Biosphere Reserve  
 7:00 – 17:00 Option 4: Preah Vihear UNESCO World Heritage Site

## Family Programme

### Wednesday, 4 February 2015

- 09:00 – 16:30 Option 1: Experience Khmer life and relaxation  
 14:00 – 17:00 Option 2: See Angkor Wat from the sky

### Thursday, 5 February 2015

- 09:00 – 16:30 Option 1: Make your own Khmer Lunch and your own Handicraft  
 14:00 – 17:00 Option 2: Bak Kheng Temple

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## Annex II

### Speaker's biographies

#### **Abdulaziz Al-Saud,**

##### **H.R.H. Prince Sultan bin Salman bin**

Prince Sultan was born in Riyadh on the 27th of June, 1956, the second son of His Majesty, King Salman bin Abdulaziz Al-Saud. He is married and has three children. He earned his Master's Degree in Social and Political Science from the Maxwell School of Citizenship and Public Affairs – Syracuse University, USA in 1999. He has been an avid pilot since 1976 and has accumulated more than 7,000 flight hours; he holds an airline transport pilot certificate from the USA, Saud Arabia and France, qualified on several types of jets (G-IV, G-V, LR-Jet, B737), helicopters and gliders, as well as being qualified as desert and mountain pilot. Since 2008 he has served as the President and Chairman of the Board of the Saudi Commission for Tourism and Antiquities. He had served as the Commission's Secretary-General since its inception in 2000. In 1982, he joined the Ministry of Culture Information as Researcher for the Department of International Media. In 1984, he served as Deputy Director of the Saudi Media Committee for the Los Angeles Olympics, and was appointed the same year to establish the newly formed advertising department of at the Ministry. In June 17th 1985, Prince Sultan was chosen to represent Arab Sat the Arab world's satellite agency as Payload Specialist on the Space Shuttle Discovery Mission STS 51G. Shortly afterwards, he joined the Royal Saudi Air Force as a fighter pilot, from which he retired in 1996 with the rank of Colonel. Prince Sultan was elected Chairman of the Board of the Disabled Children's Association (DCA) in 1988, and Chairman of the Executive Committee in 1999 and continues to serve in both positions. In 1996 he founded the non-profit foundation Al-Turath [Heritage], and serves as its president. Founder and Chairman of the Board of the Saudi Aviation Club since 2001. Member of the Board of Directors and Executive Committee of the Presidency of Civil Aviation in Saudi Arabia since 2005. Chairman of the Board of Directors, Prince Salman Center Foundation and Center for Disability Research since 2008. Prince Sultan is active in many charitable and humanitarian organizations and enjoys skiing, flying, photography, architecture, reading and travel.

#### **Al-Ansari, Tariq Ali**

Ambassador Tariq Ali Al-Ansari was designated Chief of Cabinet for the United Nations Alliance of Civilizations under the mandate of His Excellency Nassir Abdulaziz Al-Nasser, High Representative for UNAOC. Prior to that, he was Deputy Chief of Cabinet of the Office of the 66th President of the United Nations General Assembly (2011–2012). As a diplomat at the Permanent Mission of the State of Qatar to the United Nations in New York from 2005 to 2011, he was an expert on issues relevant to international peace and security counter-terrorism as well as Security Council issues. Mr. Al-Ansari holds a Bachelor in Business Administration and Economics from the University of Qatar, as well as, a Master's degree in Administrative Science International Relations and Diplomacy from the United States of America.

#### **Al Khalifa, Sheikha Mai bint Mohammed**

Sheikha Mai bint Mohammed Al Khalifa is the Minister of Culture of Bahrain. She is recognized for her extensive efforts in promoting art, culture and the revival of heritage. She has been planning activities in culture and the arts centers on the promotion of intellectual dialogue and artistic expressions from around the world. She has been endorsing cultural discourse and understanding; elevating thought and local expression. She is marketing Bahrain globally as a cultural center through heritage and culture projects and preserving local history, raising awareness and accentuating heritage for the youth of today and tomorrow.

#### **Bacigalupo, Marcela**

Marcela Bacigalupo is the Executive Secretary of the National Tourism Secretariat (SENATUR), under the Presidency of the Republic of Paraguay. She heads the institution responsible for national tourism and holds a degree in Foreign Trade, with the following post-graduate studies: Sustainable Tourism Management, Business Management, University Education, Results-Based Project Management, and a Master in Business Administration. She has completed specialized courses on: Tourism Micro businesses, Empowerment of Women in Tourism, Project Management Methodology and Comprehensive Executive Management, among others.

**Becker, Elizabeth**

Elizabeth Becker is an award winning author and former correspondent for The New York Times who reported from Europe, Asia, and South America. As the Senior Foreign Editor at National Public Radio, she oversaw all the network's foreign bureaus and their reporting. She is the author of *When the War Was Over*, a modern history of Cambodia and the Khmer Rouge. She has won awards from the Robert Kennedy Book Awards, Overseas Press Club, and DuPont-Columbia and was part of the New York Times staff that won the 2002 Pulitzer Prize for public service. She is the author of *Overbooked: The Exploding Business of Travel and Tourism*, which was named one of Amazon's top non-fiction books of the year.

**Bello, Javier**

Javier Bello is the Mayor of Alcalá de Henares, having taken possession of the office in June 2012. Mr. Bello is a native of the city, where he spent most of his youth and earned his degree in Law. He is the President of the Group of World Heritage Cities of Spain. He began his professional career in the banking sector (BBVA) in the city of Seville. He holds an MBA from the ESADE Business School and has completed the Management Development Programme at the IESE Business School. He rose to become Chief of Human Resources Management for Spain and Portugal at BBVA, where he worked for 15 years, three of which while based in South America. As Mayor of Alcalá de Henares, a notable part of his work has been devoted to improving the efficiency of the local government through the use of new technologies to connect with his constituents. He aims to showcase the more than 2000 years of history of the city, which was included in the World Heritage List in 1998, and is committed to taking an active part in the future of Alcalá de Henares, which is growing bigger every day and is constantly striving to be at the vanguard of its time.

**Binam Bikoi, Charles**

Charles Binam Bikoi is a senior research officer and university professor. He specializes in studying ancient civilizations and oral traditions and has authored numerous publications on heritage culture or devoted to traditional literature from Africa, considered simply as literature. After leaving the public service in Cameroon, where he acted at many positions of responsibility, notably in the Ministry of Higher Education and in the Ministry of Scientific Research and Innovation, he is currently the Executive Secretary of the International Centre on Research and Documentation on African Traditions and Languages (CERDOTOLA), an intergovernmental organization headquartered in Yaounde (Cameroon).

**Bouchenaki, Mounir**

Mounir Bouchenaki is presently Director of the UNESCO Regional Centre for World Heritage in the Arab Region based in Bahrain, as well as Special Advisor to UNESCO and ICCROM. He was Director-General of ICCROM (Rome) from March 2006 until end 2011. His appointment at ICCROM followed a career of 25 years, from 1982 to 2006, at UNESCO, where he was Director of the Division of Cultural Heritage, Director of the World Heritage Centre and Assistant Director-General for Culture. In Algeria, he was Director of Antiquities, Museums and Historic Monuments from 1974 to 1981 and President of the National Committees of ICOM and ICOMOS.

**Cepukaite, Laura**

Dr. Laura Cepukaite (born 31 January, 1979) is the Head of Tourism Policy division of the Ministry of Economy of the Republic of Lithuania. She is a Doctor of Social Sciences, Management and Administration. Her other activities include lecturing at the Universities, writing scientific papers, participating at international projects as expert and researcher in tourism management field, etc. Dr. Laura Cepukaite speaks Lithuanian (native), English, German, and Russian languages. She holds a Master degree in International Tourism Administration (Mykolas Romeris University), a Master degree in Geography studies and a Bachelor in Geography studies (Lithuanian University of Educational Sciences).

**Denu, Penelope**

Penelope Denu has been Executive Secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes (EPA) and Director of the European Institute of Cultural Routes (EICR), located at the Abbaye de Neumünster in Luxembourg, since November 2011. Her role is to implement and promote the Council of Europe's cultural routes programme as well as countries' accession to the EPA. The EICR ensures that new projects for cultural routes wishing to join the programme are provided with assistance in preparing for certification, and helps, advises, promotes and evaluates the Council of Europe's 29 certified routes. The Executive Secretary also coordinates joint action on cultural routes with the European Commission and with other organizations in the field (UNWTO, OECD, European Travel Commission...).

**Delaney, John**

John Delaney is Senior Vice-president, Marketing and Sales for Seabourn, where he is responsible for the overall marketing efforts, brand management, global sales, revenue management and public relations. Delaney spearheaded Seabourn's efforts to partner with UNESCO. In 2011, he participated in an Expert Meeting at Switzerland, resulting in the development of the World Heritage Sustainable Tourism Programme. In 2014,

Seabourn and UNESCO announced a unique alliance to help protect World Heritage. Delaney has over 30 years of experience in the hospitality industry at many major corporations, including Carnival Corporation and plc, Holland America Line and The Walt Disney Company.

#### **Dobbs, Christopher**

Christopher Dobbs has over 35 years' experience working in the fields of maritime archaeology, museums and the management of the cultural heritage. He is the United Kingdom representative on the ICOMOS International Committee on Underwater Cultural Heritage and has recently been appointed as Chair of the Maritime Archaeology Committee of ICMM, the International Congress of Maritime Museums. He has lectured on Museology and the Management of the Underwater Cultural Heritage both in UK universities and at international venues in Canada, Peru, China, Egypt and elsewhere. He is a founding member former Chairman and now Vice-President of the Nautical Archaeology Society and developed the NAS Training Scheme that has been adopted in many countries around the world. For the last 8 years his main work has been developing the new Mary Rose Museum that opened in Portsmouth last year and has already been visited by 750,000 tourists.

#### **Egan, Helena**

Helena Egan joined TripAdvisor in 2008 as the first dedicated destination marketing specialist in Europe, covering Europe, the Middle East, Africa and Asia Pacific. In her five and a half years at the company, her key focus was to build relationships within the destination marketing organization sector, and educating the industry on the benefits of leveraging user-generated content. Helena was appointed Director of Industry Relation in September 2014 and in this newly created role she leads industry relations' efforts for TripAdvisor, acting as a liaison for hospitality trade associations and government organizations, building awareness about the benefits, resources, policies, products and services of TripAdvisor. Helena also acts as an ambassador to the global hospitality sector, opening communication channels with leading trade and tourism associations. Prior to joining TripAdvisor, Helena lead regional sales and strategic partnership efforts at Northstar Travel Media in London, frequently presenting at key industry events across 14 countries. Previously, she has held positions at Hot Recruit, Euro London, VisitBritain and Tumlare, and brings over 16 years of experience in the travel and tourism industry. For the past 13 years she has lived in London, and prior to that, in six countries across Europe and in the U.S. She holds a MA from the University of Helsinki.

#### **Hawkins, Donald E.**

Donald E. Hawkins is the Dwight D. Eisenhower Professor of Tourism Policy at the George Washington University, and Professor of Management and Tourism Studies in the School of Business as well as Professor of International Affairs in the Elliott School of Foreign Affairs. In 2003, he received the first World Tourism Organization (UNWTO) Ulysses Prize in 2004 for individual accomplishments in the creation and dissemination of knowledge. He was appointed as Special Advisor to the UNWTO Secretary-General for the UNWTO Knowledge Network in 2012. He is the Chairman of Solimar International and Volunteers for Economic Growth.

#### **Galla, Amareswar**

Amareswar Galla is an alumnus of Jawaharlal Nehru University, New Delhi. Professor Galla is the founding Executive Director of the International Institute for the Inclusive Museum ([www.inclusivemuseum.org](http://www.inclusivemuseum.org)). In the past, he was Professor and Director of Sustainable Heritage Development programmes, Research School of Pacific and Asian Studies, at the Australian National University, Canberra and Australia's first Professor of Museum Studies at the University of Queensland, Brisbane. He also worked for five years as the International Technical Adviser for the transformation of post-apartheid heritage institutions and National Parks in South Africa; Guest Curator of International Projects with the Viet Nam National Department of Cultural Heritage. He is the Editor-in-Chief of three research journals dealing with Sustainable Heritage Development: International Journal on the Inclusive Museum, Chicago; International Journal on Environmental, Cultural, Economic and Social Sustainability, Chicago and (co-founder, 2nd and 3rd Ed-in-Chief) International Journal on Intangible Heritage, Seoul. His recent edited publication is *World Heritage: Benefits Beyond Borders*, Cambridge University Press, November 2012 (French and Korean 2013).

#### **Ho, Pansy**

Ms. Pansy Ho is the Managing Director of Shun Tak Holdings Limited, a conglomerate listed in Hong Kong [Hong Kong, China; editor's note] with core businesses in property, transportation, hospitality and investments. Ms. Ho also holds numerous other key executive roles, including Co-chairperson and Executive Director of MGM China Holdings Limited. Determined to promote travel and tourism as a driver of economic growth, Ms. Ho serves as Executive Committee Member of the World Travel and Tourism Council, Vice-President of the China Chamber of Tourism, Member of the Macao SAR Government's Tourism Development Committee, and the first Ambassador of the Pacific Asia Travel Association Foundation. She is the Founder and Chairman of the Global Tourism Economy Research Centre, and Secretary-General of the annual Global Tourism Economy Forum. Ms. Ho is active on the

international scene especially in staging educational, arts and cultural exchanges between Hong Kong [Hong Kong, China; editor's note], Macao [Macao, China; editor's note] and the rest of the world. She is the Committee Member of UNDP – Peace and Development Foundation, International Advisory Board Member of Sotheby's, and the first Ambassador for the Louvre in China. She has been serving as the Honorary Consul of the Republic of Peru in Macao [Macao, China; editor's note] since 2006. Committed to contribute to the economic and social fabrics of Hong Kong [Hong Kong, China; editor's note], Macao [Macao, China; editor's note] and China, Ms. Ho serves as the Standing Committee Member of the Chinese People's Political Consultative Conference of Beijing, Standing Committee Member of the All-China Federation of Industry and Commerce, and Vice-Chairperson of the Hong Kong Federation of Women.

#### **Howard Taylor, Sandra**

Sandra Howard Taylor, the Vice-Minister of Tourism of Colombia, was born on the island of Providencia. She holds a degree in Social Communication and Journalism from the Universidad Externado de Colombia with a specialization in Cultural Management and Administration. Ms. Howard has worked as a reporter for various national media outlets. She managed the Joint Cultural Fund of San Andrés from 1995 to 2001. She occupied the post of Secretary of Education of the department and, until her appointment as Vice-Minister in 2013, she served as manager of Caracol Radio in the Archipelago of San Andrés, Providencia and Santa Catalina.

#### **Jing, Xu**

Xu Jing began his career in tourism at the China National Tourism Administration where he was in charge of international relations. He joined the World Tourism Organization (UNWTO) in 1992 as Officer to the Regional Representation for Asia and the Pacific. Over the years, his areas of responsibilities included the preparation and organization of most UNWTO's technical and institutional activities in Asia and the Pacific. He coordinated and supervised numerous UNWTO technical cooperation projects and sectorial support missions on subjects of contemporary interest to the tourism community of Asian countries. He is currently the Regional Director for Asia and the Pacific of UNWTO, a position he assumed from the end of 2003. In addition to his regional responsibilities, he has been appointed, since January 2014, the UNWTO's Executive Secretary of the General Assembly and the Executive Council. He holds honorary academic positions in The Chinese University of Hong Kong, University of Suzhou, Sun Yat-sen University, Shanghai Institute of Tourism, Hainan University and The Hong Kong Polytechnic University. He is also senior advisor to the Municipalities of Guilin and Huangshan. Xu Jing was responsible for coordinating most UNWTO tourism master plan projects in China at provincial level. These provinces included Sichuan,

Yunnan, Shandong, Guizhou, Hainan, Anhui and Heilongjiang. He was instrumental in the development of the China Best Tourism City scheme.

#### **Khon, Thong**

Dr. Thong Khon, took his position as Minister of Tourism of the Royal Government of Cambodia for his second term in September 2013. From 2007 to September 2013, he was also Minister of Tourism after serving as a Secretary of State of Tourism of Cambodia since 1993. Dr. Thong Khon was the Mayor of Phnom Penh Municipality from 1985 to 1990 and Vice-Mayor of Phnom Penh Municipality from 1983–1985. From 1979 to 1983, he was the Chief of Assignment Committee of Phnom Penh Municipality. He is actually holding a wide range of chairmanship of other entities such as: President of the National Olympic Committee of Cambodia (NOCC), Chairman of National Committee for Tourism Professional of Cambodia, Chairman of the National Committee for Clean City Assessment and Chairman of the Inter-ministerial Committee for facilitating the travel and transports of tourists and travellers at Poi-Pet international border check point and other international borders check points. Besides, he has held some other positions as a chairman and vice-chairman of inter-ministerial commission within the Royal Government of Cambodia. Dr. Thong Khon holds a PhD degree in Tourism Management (Ecotourism) from the National University of Economic, Hanoi, Viet Nam in 2011. He was awarded, in April 2014, an Honorary Degree of Doctor of University by the University of Sunshine Coast (Queensland, Australia) in recognition of his distinguished service to develop a sustainable and responsible tourism especially in the CBET and the pro-poor tourism in Cambodia. In 1995, he also earned a Diploma of Doctor of Medicine from the Faculty of Medicine of Phnom Penh and followed by the graduation of a Diploma of post-graduate in Public Health and Community from the Faculty of Medicine of Nancy, France in 1997. Dr. Thong Khon was awarded many titles and decorations such as a World Leadership Award, presented during the World Ecotourism Conference in 2011 and a Gwanghwa Medal, in 2008, by H.E. Roh Moo-Hyun, ex-President of the Republic of Korea. He was awarded a Cheatopaka Medal by Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Kingdom of Cambodia. Dr. Thong Khon speaks English, French and Vietnamese. He was born on 23 November 1951 in Kampong Thom Province.

#### **King, John**

John King has a more than 40 year background of widely recognized expertise in international tourism marketing and development, including the running of his own consultancy firm for 19 years. He currently serves on numerous company, government and industry boards and was Chairman of the Australian Tourism Export Council for 9 years until December

2014. He has a strong passion for the development and promotion of culturally based indigenous tourism and the equitable participation of indigenous people in tourism. He was the instigator of the first Pacific Asia Indigenous Tourism Conference held in 2012, has been appointed by two different Australian governments to champion the employment of indigenous people in tourism and is a member of the Board of Uluru Kata Tjuta National Park and World Heritage Area. He has been awarded an Order of Australia medal, The Pacific Asia Travel Association Award of Merit and an Honorary Fellowship of Southern Cross University for his contribution to tourism.

#### **King Simeon II**

King Simeon II, son of King Boris III (House of Saxe-Coburg) and Queen Joanna (House of Savoy), was born in Sofia on June 16th, 1937. Upon King Boris' sudden death in August 1943, he acceded to the throne as Simeon II, and a council of regency was formed. Following the communist coup in September 1944, His Majesty remained on the throne, though his uncle and regent, Prince Kyril, and most of the country's leaders and intelligentsia were executed. On September 16th, 1946, without abdicating and after a rigged plebiscite, King Simeon left Bulgaria with his mother and sister. Their Majesties settled in Alexandria, Egypt, where the young king studied at the famous Victoria College. In July 1951 the Spanish government grants asylum to the Bulgarian royal family. Upon his coming of age in 1955, H.M. issued a proclamation of lasting political significance. A year later, King Simeon graduated from the Lycée Français in Madrid, reading law and political sciences thereafter. In 1958, King Simeon enrolled at Valley Forge Military Academy, Pennsylvania, as "cadet Rylski", graduating the following year as 2nd Lieutenant. For decades, King Simeon has been active in everything concerning Bulgaria, attending to his business interests at the same time. The latter have enabled him to help scores of his fellow countrymen. The king's manifold activities and extensive international connections, lead him to travel frequently. He is quoted as saying: "Exile is the best schooling for a king, providing he can return!" In May 1996, after 50 years in exile, the King triumphantly returned to Bulgaria. Frequent visits followed. In 1998, the Constitutional Court, in a historic decision, returned its private properties to the Royal Family. In June 2001 His Majesty participated in the Parliamentary elections as president of NMSS, Prime Minister of the Republic of Bulgaria 2001–2005.

#### **Landry, Charles**

Charles Landry developed the concept of the 'creative city'. Its central idea is how cities in transformation can think, plan and act with more imagination in order to address the dramatic changes happening around them. Charles helps cities transform their thinking so that they reassess their potential and can plan their future with greater purpose and originality. He assesses

the interplay and the impacts of deeper global trends and attempts to ground these in practical initiatives. He is an authority on creativity and its uses and how city futures are shaped by paying attention to the culture of a place. He inspires, stimulates, challenges and facilitates transformation.

#### **Mohd Nazri, Dato' Seri**

Dato' Seri Mohd Nazri Aziz was appointed as the Minister of Tourism and Culture of Malaysia, on May 15, 2013, taking over from Dato' Sri Ng Yen Yen (Tourism) and Dato' Sri Utama Dr. Rais Yatim (Culture). Dato' Seri Mohd Nazri was born in Ipoh. He is the son of late Tan Sri Abdul Aziz who once served as Member of Parliament for Padang Rengas in 1974, and the Malaysian High Commissioner to the United Kingdom. He received his education at the Victoria Institution Kuala Lumpur and the Malay College Kuala Kangsar. He furthered his studies at the Inns of Court School of Law in the United Kingdom and was accepted as a Barrister-at-Law at the Lincoln's Inn. Upon completion of his studies, Dato' Seri Nazri started his career as an advocate and solicitor in Malaysia. Not long after, he started his own legal firm, Nazri Aziz and Wong. He began his political career in 1978, when he was appointed an EXCO in UMNO Youth and contested for that position in 1980 and won. He was appointed as a Senator in 1991 and stood for the General Elections in 1995. He won the seat of Chenderoh, and subsequently, Padang Rengas after the realignment of the electoral boundaries by the Election Commission in 1999. He was then appointed as Deputy Minister in Prime Minister's Department, Deputy Minister of Finance II, and served as the Minister of Entrepreneur Development until 2004. Dato' Seri Mohd Nazri was fondly known as the de facto Law Minister of Malaysia when he was the Minister in the Prime Minister's Department from 2004 to 2013. He helmed legal-related departments including the Attorney General's Chamber, the Malaysian Anti-Corruption Commission (formerly Anti-Corruption Agency), the Prime Minister's Department Legal Affairs Division, Parliamentary Affairs, Witness Protection Unit, Legal Aid Department, National Security Council and many more.

#### **Ochi, Yoshinori**

Yoshinori Ochi joined the Japan Association of Travel Agents (JATA) as Director of the Board and Secretary-General in June 2013. JATA is a public/private sector corporate membership association with 1,119 active members, 473 associate members, and 599 allied members (as of July 2014). JATA organizes JATA Tourism EXPO Japan, which is internationally recognized as one of the largest travel events in the world. Ochi also manages this event as Chief Operating Officer. Mr. Ochi has over 35 years long career in the international travel industry. He started his travel industry career with Kinki Nippon Tourist (KNT) Co., Ltd. He worked for KNT as General Manager of

Overseas Travel Department and Senior Managing Director of KNT Head Office. Before joining JATA, he was President of United Tours Co., Ltd., a subsidiary company of KNT. He has long experience in and profound knowledge of travel risk management. He graduated from Waseda University, Faculty of Politics and Economics.

#### **Pérez de Armiñán, Alfredo**

Mr. Pérez de Armiñán has been the Assistant Director-General for Culture of UNESCO since September 2014. Mr. Pérez de Armiñán is the holder of a Bachelor's Degree in Law obtained in June 1973 from the Universidad Complutense de Madrid (UCM), in Spain. Since then, he specializes in public law, culture and heritage. Mr. Pérez de Armiñán began his professional career in June 1977 with the Spanish Parliament, where he held a number of positions until 1986, most notably: Director of Foreign Relations and Secretary of the Parliamentary Delegations at the Council of Europe Parliamentary Assembly, the NATO Parliamentary Assembly and the European Parliament-Spanish Cortes Generales Joint Committee. From 1986, he was Legal Advisor to the Public Works, City Planning and Housing Committee of the Spanish Senate. Mr. Pérez de Armiñán was concurrently assigned to the Spanish Government for the period 1980 to 1983 where he served as Director-General of Cooperation with the Regions, Secretary-General of the Ministry of Culture, Director-General of Fine Arts, Public Archives and Libraries and Member of the Council of Patrimonio Nacional. Mr. Pérez de Armiñán has also been Director of several prominent Cultural Foundations and Institutions in Spain, including: Director of the Fundacion Caja Madrid (1996 to 2002), Secretary-General of the Fundacion Colegio Libre de Eméritos, Madrid (2002 to 2012) and President of Hispania Nostra which is an Organization Member of Europa Nostra Federation for Cultural Heritage (2003 to 2011). He was also a Member of the Board of Trustees of the Prado Museum (1993 to 2003) and since 1996 is a lifelong Member of the Real Academia de Bellas Artes de San Fernando in Madrid. From December 2012 to May 2014, Mr. Pérez de Armiñán was the Director-General of the Fundacion José Ortega y Gasset-Gregorio Marañón in Madrid and Secretary-General to the University Research Institute affiliated to the Foundation. Of Spanish mother tongue, Mr. Pérez de Armiñán is proficient in English and French. He is also the author of many publications and articles.

#### **Rao, Kishore**

Kishore Rao (India) has Master's Degrees from India and Cornell University, USA and has worked with the Government of India since 1976 in various capacities in the Central Government and in different States of the Union. He has worked with IUCN – The International Union for Conservation of Nature, from July 1999 to January 2005, and was a member of its global World Heritage Panel from 2002 to 2004. Kishore Rao joined UNESCO in

February 2005 as Deputy Director of its World Heritage Centre and was appointed its Director in March 2011. He has been responsible for the implementation of UNESCO's 1972 World Heritage Convention from the perspective of a State Party, the Advisory Body, and the Convention's Secretariat (UNESCO) over the past 30. He has written and published numerous professional papers and articles related to heritage conservation issues.

#### **Rhee, Jaesung**

Jaesung Rhee is an expert in the tourism field, he has been in the tourism industry for more than 30 years. Before elected as Executive Vice-President of International Tourism, he served as the Executive Director of the Convention Bureau, the Overseas Marketing Department and the Intra-bound Tourism Department, and Director of the London branch office of KTO. As the EVP of International Tourism, he launched Korea's new tourism brand, Imagine Your Korea in 2014, and successfully promoted Medical and MICE tourism. He played a big role in attracting 14 million foreign tourists to the Republic of Korea for the first time in 2014. He also serves as the General Advisor for the Aviation Policy and Consumer Protection Committee of the Ministry of Land, Infrastructure and Transport, and the Incheon Development and Tourism Corporation, and is a member of the International Events Committee at the Ministry of Culture, Sports and Tourism of the Republic of Korea, etc. Rhee received his Ph.D. degree in Tourism at Kyung Hee University in the Republic of Korea.

#### **Rifai, Taleb**

Mr. Rifai is Secretary-General of the World Tourism Organization (UNWTO) based in Madrid, Spain. He holds this position since 1 January 2010. He was unanimously elected at the 18th session of UNWTO General Assembly (October 2009), following the recommendation of the UNWTO Executive Council made in May 2009.

From March to December 2009 he was UNWTO Secretary-General ad interim. From February 2006 to February 2009 he was Deputy Secretary-General. From January 2003 to February 2006, Mr. Rifai was the Assistant Director-General of the International Labour Organization (ILO). Prior to this appointment, Mr. Rifai served in several ministerial portfolios in the Government of Jordan as Minister of Tourism and Antiquities; Minister of Information; and, Minister of Planning and International Cooperation. During his term as Minister of Tourism, Mr. Rifai served as Chairman of the Executive Council of the World Tourism Organization (UNWTO).

From 1997 to 2000, he was Chief Executive Officer (CEO) of the Jordan Cement Company, one of the largest public shareholding companies in Jordan; and directed the first large-scale privatization and restructuring scheme in Jordan. Mr. Rifai was also actively involved in policy making and developing investment strategies in his capacity as Director-General of the

Investment Promotion Corporation (IPC) in Jordan (1995–1997). From 1993 to 1995, Mr. Rifai headed Jordan's first Economic Mission to Washington DC, promoting trade, investments, and economic relations between Jordan and United States of America.

Mr. Rifai began his career as Professor of Architecture, Planning and Urban Design at the University of Jordan from 1973–1993. He received his Ph.D. in Urban Design and Regional Planning from the University of Pennsylvania, Philadelphia – United States of America (1983); and a MSc. in Engineering and Architecture from the Illinois Institute of Technology (IIT), Chicago – United States of America (1979). He also attained a B.Sc. in Architectural Engineering from the University of Cairo in 1973.

Mr. Rifai is a Jordanian national born in 1949. He is married and has five children.

#### **Sackona, Phoeurng**

Ms. Phoeurng Sackona is the Minister of Culture and Fine Arts of Cambodia. From 2008 to 2013, she was the Secretary of State of the Ministry of Education, Youth and Sports of Cambodia and President of Direction Board of ITC. From 2003 to 2008, she was the director of Institute of Technology of Cambodia. She started her career as a staff member in the Ministry of Industry in 1987. Since 2013, she is a member of Council Administration Board of French Speaking Universities Network (CA) (Agence Universitaire de la Francophonie AUF), representing Pacific Asia Region, and a member of Cambodian National Council for Women (CNCW). In 2002, she earned a doctorate in Food Sciences (Microbiology) from Bourgogne University, France and a DEA of Microbiology in 1998 from the École Nationale Supérieure de Biologie Appliquée à la Nutrition et de l'Alimentation (ENSBANA), Bourgogne University, France. Ms. Phoeurng Sackona has a Certificate of Academic and Project Management, from the Asian Institute of Technology (AIT), Thailand. Ms. Phoeurng Sackona speaks English, French and Russian. She was born on October 8, 1959 in the Pursat province, Cambodia. She is married and has one daughter.

#### **Samouth, Neb**

Excellency, Dr. Neb Samouth was born on October 5, 1979. He received his undergraduate degree in Economics and Management in Lumière Lyon II University, France, in 2002. He continued his education at the same University and received Master's degree in Economic Science in 2004 and Ph.D in Economic Sciences in 2007. Excellency, Dr. Neb Samouth, has been appointed as Director-General of Tourism of the Cambodia Ministry of Tourism since 2013. From 2008 to 2013, he was positioned as Deputy Director-General of Tourism of the Cambodia Ministry of Tourism. He is also holding position as Secretary-General of the National Committee for Clean City Assessment.

#### **Sangvar, Sok**

Sok Sangvar now serves as a public officer under the Royal Government of Cambodia's Ministry of Tourism as Deputy Director of the Department of Tourism Industry. In addition to the tourism industry affairs, he became actively involved in the cultural heritage field- Inscription of Preah Vihear Temple on the World Heritage List and the Management of the Angkor World Heritage Site. Sangvar advocates that conservation and sustainable development of the Ancient Capital of the Khmer Empire must be done so in accordance with international standards while respecting the values or heritage and cultural significance to the local population. In early 2014, Sok Sangvar was nominated the head of a working group to implement the Angkor Tourism Management Plan.

#### **Schmölzer, Hansjürgen**

Hansjürgen Schmölzer is the Executive Manager of Creative Austria, a communication and transfer platform for contemporary cultural and creative activities between culture and tourism. He is also founder and owner of BSX Schmölzer GmbH, a cultural and tourism marketing consulting group. With his agency he was responsible for the marketing project development and management of projects like Graz 2003 Cultural Capital of Europe, Vienna Mozart Year 2006, Linz 2009 Cultural Capital of Europe, Haydn Year 2009 and series of other mayor European museums, festivals and cultural institutions. He is a publisher and producer of cultural print magazines, film- and TV-productions and also works as a lecturer at several universities. As a consultant, he has been working for the OECD, the Kulturausschuss and Tourismusausschuss des Deutschen Bundestages and for several ministries, municipalities and a series of other cultural institutions and media companies. Among numerous other awards, Hansjürgen Schmölzer was awarded with the Globe Award for the worldwide best marketed cultural touristic project (Graz 2003) and with the Austrian Staatspreis Marketing.

#### **Stevens, Andrew**

Andrew Stevens is an award-winning editor and correspondent based at CNN's Asia Pacific headquarters in Hong Kong [Hong Kong, China; editor's note]. Stevens joined CNN International in 1999 as a specialist business correspondent and has extensively covered news and business stories across the region. He has interviewed many of the world's political and business leaders and has reported on Asia Pacific for more than two decades. Stevens, who is originally from Australia, is a former print journalist who relocated from London to Hong Kong [Hong Kong, China; editor's note] in 1993, in the lead up to the territory's handover to China in 1997. He has covered elections across many countries, and reported on many of the most significant events across the region in the last 20 years. In 2014, he was part of the CNN team covering Hong Kong's Umbrella

Revolution pro-democracy movement, and the mysterious disappearance of Flight MH370. In 2013, he was the only Western journalist on the ground in the Philippines when devastating Typhoon Haiyan struck. CNN's coverage of Haiyan won Best International News Story at the prestigious Royal Television Society awards in London. Formerly, as anchor of CNN's Biz Asia programme, Stevens won the Asian Television Award for Best Business Programming. Prior to joining CNN, Stevens was a senior correspondent for CNBC Asia and financial editor of The South China Morning Post in Hong Kong [Hong Kong, China; editor's note]. He spent six years in London as the economics editor for the Press Association and began his career in his native Australia, where he was a correspondent for the Australian Financial Review.

#### **St. Ange, Alain**

Alain St. Ange, the Seychelles Minister for Tourism and Culture since March 2012 was born on the 24th October 1954. Alain St. Ange was formally the Seychelles People's Progressive Front (SPPF) directly elected Member of the People's Assembly for the La Digue Constituency (1979), and the Seychelles National Party (SNP) directly elected Member of the National Assembly for the Bel Air Constituency (2002). In 2009 he was appointed as the Director of Marketing for Seychelles, and in 2010 promoted to the position of CEO of the Seychelles Tourism Board. He was elected the first President of the Indian Ocean Vanilla Islands Regional Organization in 2012. This organization that comprises of the islands of La Reunion, Madagascar,

Mauritius, Comoros, Mayotte and Seychelles has earlier this year re-elected Minister St. Ange for a second term of office. Alain St. Ange has authored or co-authored a number of books. Alain St. Ange studied Hotel Management and Tourism in Germany and France. He has worked in Hotels and Restaurants in Seychelles, the Channel Islands and in Australia.

#### **Tresserras Juan, Jordi**

Jordi Tresserras Juan is the director of LABPATC – Laboratory of Heritage, Creativity and Cultural Tourism at Universitat de Barcelona. From 1999, he is academic coordinator of Cultural Management Postgraduate Programme at Universitat de Barcelona. He was assistant professor of cultural tourism at New York University (2001). President of IBERTUR – Network of Heritage, Tourism and Sustainable Development. Expert for cultural tourism (mainly associated to UNESCO World Heritage Sites, Intangible Cultural Heritage and Creative Cities) for international organizations (Council of Europe, European Union, IADB, ILO-UN, OEI, SEGIB, SICA, UNESCO, UNWTO, World Bank) and national cooperation agencies (AECID, Alliance Française, Cooperazione Italiana allo Sviluppo, Cooperation Suisse, Hivos, GIZ). Member of UNESCO Chair Culture, Tourism, Development coordinated by Université Paris 1 – Panthéon Sorbone, European Cultural Routes University Network (EURUN) coordinated by European Institute for Cultural Routes of the Council of Europe, European Network of Cultural Tourism (ECTN), ICOM and ICOMOS.



http://www.e-unwto.org/doi/book/10.18111/9789284417360 - Monday, February 12, 2018 10:43:41 PM - IP Address:122.54.171.124

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