INTERNATIONAL CONFERENCE ON SUSTAINABLE TOURISM MANAGEMENT AT WORLD HERITAGE SITES

Enhancing Inter-Agency and Stakeholder Coordination for Joint Action

Huangshan, China, 24 – 27 March 2008

Opening Ceremony

- Welcome remarks by Mr. Wang Qimin, Secretary of Huangshan Municipal Committee of CPC, Director of the Standing Committee of Huangshan Municipal Peoples’ Congress  
  ► Speech (CH)

- Welcome remarks by Mrs. Wen Haiying, Vice Governor of Anhui Provincial Government  
  ► Speech (CH)

- Congratulatory speech by Mr. Nicholas Dammen, Deputy Secretary-General of Association of South East Asian Nations (ASEAN)  
  ► Speech (EN)

- Opening message of Mr. Francesco Bandarin, Director, UNESCO World Heritage Center, delivered by Ms. Beatrice Kaldun, UNESCO Office Beijing  
  ► Speech (EN)

- Opening speech by Dr. Taleb Rifai, Deputy Secretary-General of World Tourism Organization (UNWTO)  
  ► Speech (EN)

- Welcome address and opening of the Conference by Mr. Shao Qiwei, Chairman of China National Tourism Administration (CNTA)

Keynote presentations by UNWTO and UNESCO

- Mr. Gabor Vereczi, Chief, Environment and Quality Section, Sustainable Development of Tourism Department, UNWTO – Key Challenges and Options for Sustainable Tourism at World Heritage Sites  
  ► Presentation (EN)

- Mr. Art Pedersen, Tourism Specialist, UNESCO World Heritage Centre – The World Heritage Sustainable Tourism Programme: Issues and Strategies for Enhancing Coordination for Tourism Management at WHS  
  ► Presentation (EN)

EN = English; CH = Chinese
1st Session: Maximizing the economic impacts of tourism at World Heritage Sites for local communities and site management

- **Mr. Ig Pitana**, Head of Tourism Research and Development Centre, Ministry of Culture and Tourism [Indonesia] – *Sustainable Heritage Tourism: Conservation and the Use of Cultural Heritage for Tourism in Indonesia*  
  ► Presentation (EN)
- **Mr. Martin Valera**, Regional Director, Philippine Department of Tourism [Philippines]
- **Mrs. Kerya Chau Sun**, Director, Department of Tourism Development, Angkor (APSARA) [Cambodia] – *Sustainable Tourism at Angkor Wat*  
  ► Presentation (EN)
- **Mr. Seenivasagam Kalaiselvam**, Director General, Sri Lanka Tourism Development Authority [Sri Lanka] – *Sri Lanka’s experience in managing Heritage Sites on a sustainable manner*  
  ► Presentation (EN)
- **Ms. Beatrice Kaldun**, Programme Specialist for Culture, UNESCO Office Beijing – *Stakeholder Cooperation in Managing World Heritage Sites: The UNESCO Lijiang Models*  
  ► Presentation (EN)
- Discussions and debates

2nd Session: Minimizing negative impacts of World Heritage Sites tourism - Linking Outstanding Universal Values to Site Conservation

- **Mr. Graham Brooks**, Chairman, ICOMOS International Cultural Tourism Committee, UNWTO/UNESCO Expert – *Management of tourism congestion at natural and cultural sites - From OUV’s to quality visitor experience and management*  
  ► Presentation (EN)
- **Mr. Feng Gang**, Deputy Director of the Jiuzhaigou Management Burea [China] – *Sustainable Tourism at Jiuzhaigou Biosphere reserve*  
  ► Presentation (CH)  
  ► Speech (CH)
- **Dr. Noriaki Nishiyama**, Prof. of the Faculty of Design, Kyushu University [Japan] – *Building a Sustainable Relationship between Cultural Heritage Management and Tourism in the Case of Shirakawa-go World heritage Site*  
  ► Presentation (EN)  
  ► Speech (EN)
- **Dr. Do Thanh Hoa**, Head, Institute for Tourism Development Research (ITDR) [Viet Nam] – *Some matters arising from management and tourism orientation in World Heritage Areas in Vietnam*  
  ► Presentation (EN)  
  ► Speech (EN)
- **Mr. Phong Dang Vo**, Assistant to Director, Master of Architecture from Hoi An Center for Monuments Management and Preservation [Viet Nam]  
  ► Presentation (EN)
- **Mr. Simon McArthur**, General Manager, Mawland Quarantine Station [Australia] - *Tourism Optimization Management Model at the Sydney Quarantine Station*  
  ► Presentation (EN)
- Discussions and debate
3rd Session: Fostering sustainable tourism through enhanced stakeholder coordination and information management

Introductory presentations by UNWTO and UNESCO

Moderator: Prof. Rui Yang, Director, Institute of Resource Protection and Tourism, Tsinghua University

- **Regional Tourism Development at Huangshan** – Prof. Bao Jigang, Dr. Sun Yatsen University
- **Huangshan National Park** – Representative from Park Agency of Mt. Huangshan NP
- **Xidi-Hongcun Village World Heritage Site** (Local Administration of Yi County)
- **Private sector representatives** (tour operator, hotels, agencies)
  - Huangshan Tourism Development Co., Ltd. Travel service Management Branch
  - Huangshan International Hotel
  - Huangshan Emerald Valley Travel Company
- **Minimize Negative Tourism Impact in Mt. Huangshan WHS** (Prof. Rui Yang)
- Discussions and debate
- The adoption of the Huangshan Declaration

4th Session: Field visits and exercises:

**Briefing on field visits**: areas to be visited, meetings with local authorities of designated areas, observation and analysis of sustainability issues, application of monitoring techniques and survey tools among visitors and local community.

1st field visit to Ancient Xidi Village World Heritage Site
2nd field visit to Hongcun Village World Heritage Site
3rd field visit to Huangshan Yellow Mountains World Natural and Cultural Heritage site

- Unveiling Ceremony of the Plaque of UNWTO Observatory for Sustainable Tourism Development
5th and Final Session – Working group discussions on key sustainable tourism issues, recommendations for action at Huangshan and other WHS in the region

Introduction by UNWTO and UNESCO, followed by working group discussions on:

- Field exercise information, results and situation analysis
- Recommendations for enhanced coordination between authorities in charge of heritage sites, public and private tourism officials and communities in Huangshan
- Recommendations on information management and tourism impact monitoring techniques in the case of Huangshan (socio-economic impacts, visitor management, environmental impacts)

Report back of working groups to plenary discussion on:

- Recommendations for a broader application of the coordination and data management techniques at other World Heritage Sites
- Capacity building and technical assistance needs to support sustainable WHS tourism in the region
- Follow-up actions by UNESCO, UNWTO, agencies and organizations involved in WHS tourism in the region

Concluding session

- Presentation of final conclusions and recommendations
- Closing remarks by Huangshan Municipal Government
- Closing remarks by UNESCO
- Closing remarks by UNWTO