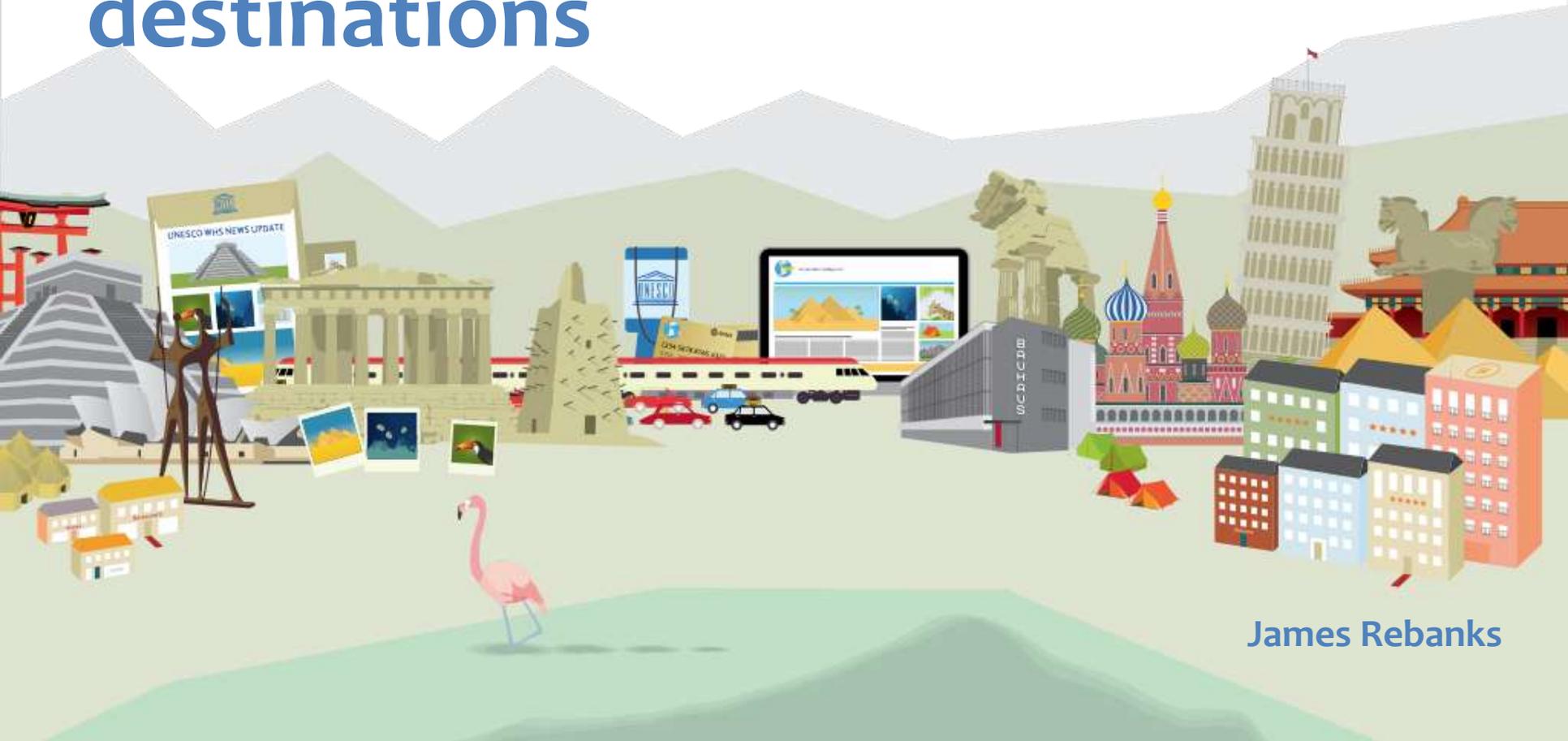
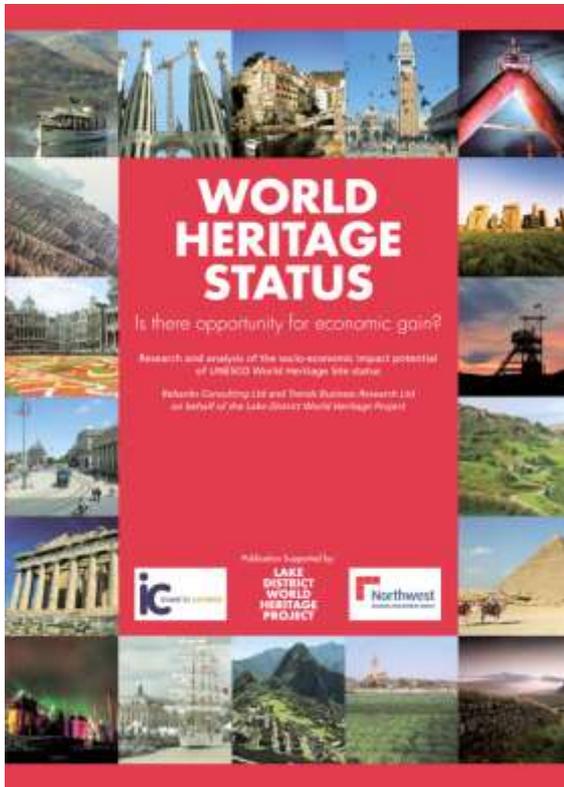


Managing tourism to create more effective and sustainable destinations



James Rebanks

What do I know?



“Excellent piece of work” ICOMOS

“Paradigm changing” “Very excellent” UNESCO

“Brilliant” NOKIA

“Impressive” World Bank

“World Heritage sells... It’s that simple”



THE WORLD HERITAGE TOUR

The most expensive trip in the world

By [Jason Allen](#)

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NATION



VERY FIRST TO.

KNOW, HAVE & DO

BE THE VERY FIRST TO KNOW ABOUT
AND HAVE NEWLY LAUNCHING
LUXURY PRODUCTS & EXPERIENCES

- PRODUCTS // EXPERIENCES // EXCLUSIVE EVENTS // GOLD MEMBERSHIP -



FALIERO SARTI BEIGE VINTAGE CITIES SCARF



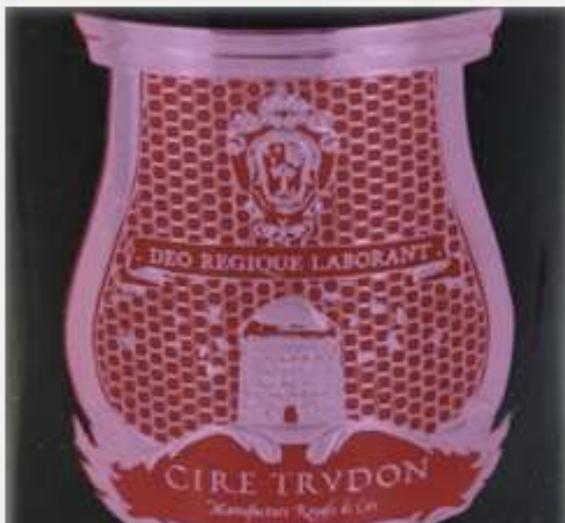
OLIVER SWEENEY, KILTIE DARK BROWN



DOLCE & GABBANA RAFFIA BEADED BAG



GIVENCHY MADONNA IPHONE CASE



CIRE TRUDON YAZ BUKEY SCENTED CANDLE



LANCÔME RÉNERGIE MULTI-LIFT SERUM

The World's Most Expensive Holiday...

Two year tour of 962 World Heritage Sites

157 countries

£990,000 (for two people)

(£7500 donation to UNESCO)

(£50 membership fee)

Idea: Simple. If you had unlimited funds you would want to see these places.

Everything on the list is awesome.

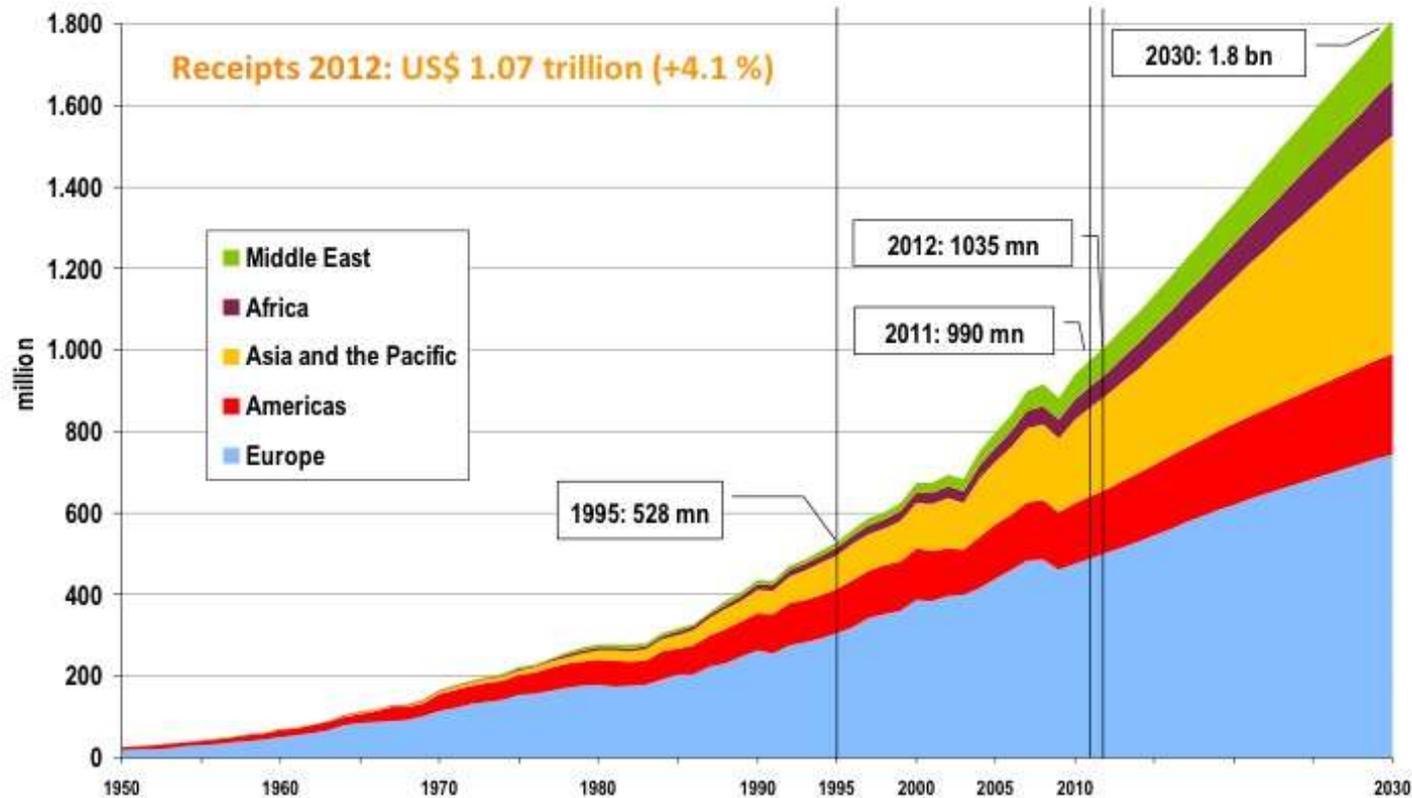




The pressures are significant...

International Tourist Arrivals, 1950-2030

Current situation and forecasts UNWTO Tourism 2030 Vision



Source: World Tourism Organization

Tourism growth can be managed, influenced and controlled if you know how... and this is better for visitors, locals and conservation of important cultural or natural heritage.



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

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

How do we do fundraising? Or attract investment?

How do we tell our OUV stories to best effect?

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

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

How do we use marketing to bring about our objectives?

How do we best manage the influx of visitors?

How do we do these things?
How have other places solved these issues?

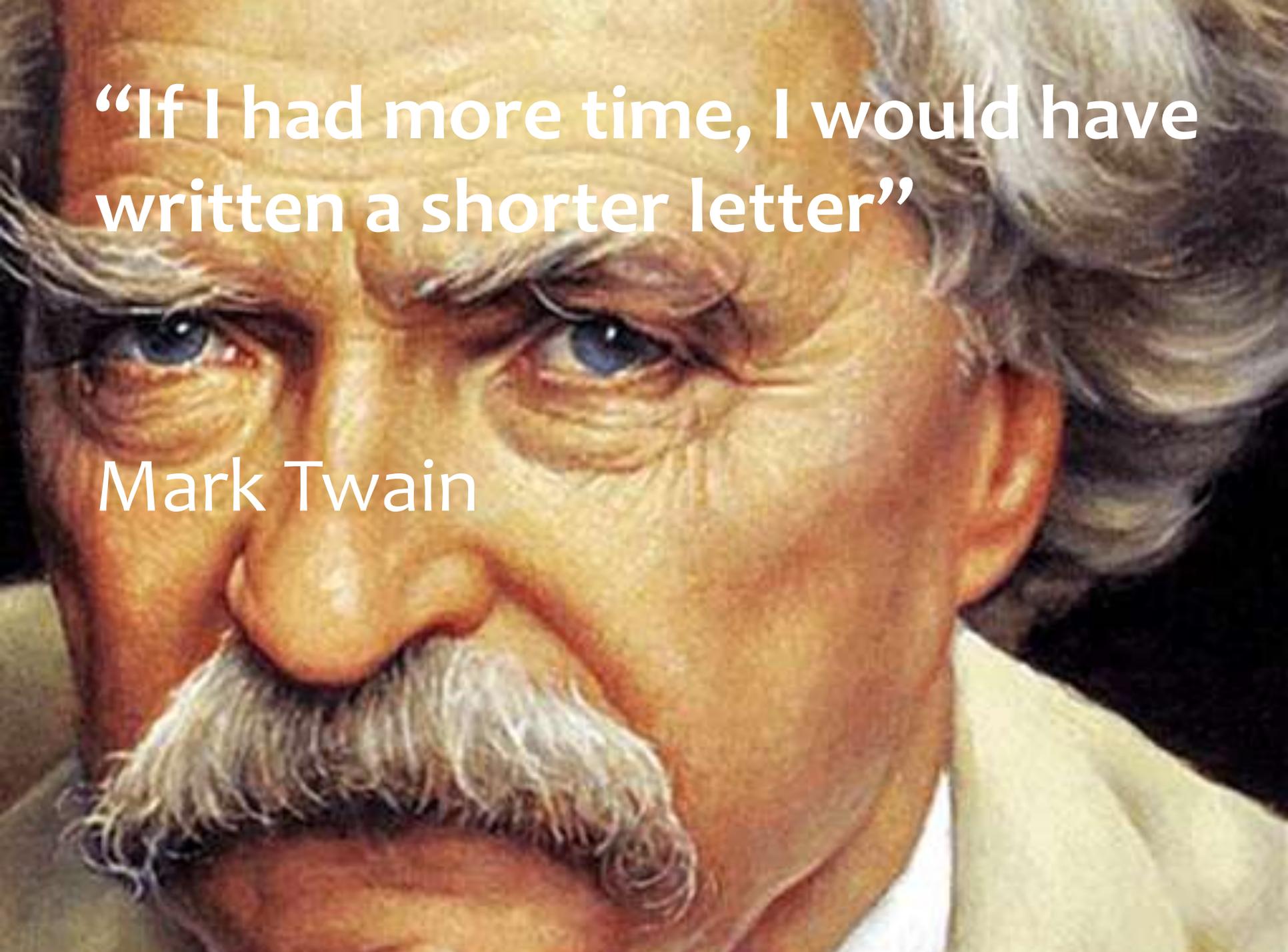


A simple idea (that's not so simple)...

- 1) Give some simple guidance for site managers about how to develop a more effective and sustainable destination
- 2) Inspire site managers to believe that they can manage tourism
- 3) Showcase the best practice that exists around the world
- show them others have done it, and how they did it – so they have ideas about how to bring about change in their sites
- 4) Create a gateway to learning more on any given theme...



... and doing this with respect for what has gone before...



“If I had more time, I would have written a shorter letter”

Mark Twain

Guiding principles...

- Make optimal use of environmental resources (and look after them for their own sake for the future)
- Respect socio-cultural identity of host communities
- Ensure viable, long-term economic operations with benefits fairly distributed



Communities should have greater control over the tourism processes that effect them – its just basic decency and fairness



Understanding visitors





THE WADDEN SEA

WORLD WIDE UNIQUE

With its characteristic combination of mud, sand, silt, and shells, eelgrass, brackish water, and large meadows, the Wadden Sea is a unique natural landscape. It supports a large abundance of marine species of fish and birds, between 60 and 100 million birds and 100,000 fish during their migration here and there.

The quality and quantity of the ingredients in the water, as well as the quantity, quality and sustainability of the natural resources, are of great importance to the Wadden Sea.



25 YEARS OF WADDEN SEA COOPERATION 1978 - 2003

Destination strategy





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STORIES BETWEEN HEAVEN AND EARTH
JOIN THE CAMPAIGN MORE INFO >>

WADDEN SEA
WORLD HERITAGE

Latest news

14.06.2012

Werelderfgoed Nederland in de Waddenzee: beleef het!

Dat is het motto waaronder bewoners en bezoekers op 16 en 17 juni tijdens het nationale Werelderfgoedweekend worden uitgenodigd om de unieke natuur van de Waddenzee, met zijn internationale betekenis, "live" te ervaren. [more]

THERE IS A PLACE WHERE HEAVEN AND EARTH SHARE THE SAME STAGE.

Whichever part of the Dutch or German North Sea coast or its islands you visit, you will be surveying an area that holds a natural beauty, unique in the world: the Wadden Sea. In June 2009 the Wadden Sea was added to the World Heritage List. Why is the Wadden Sea a World Heritage Site? And what does this mean? Find out more on this website.



Visitor management system

Adding value

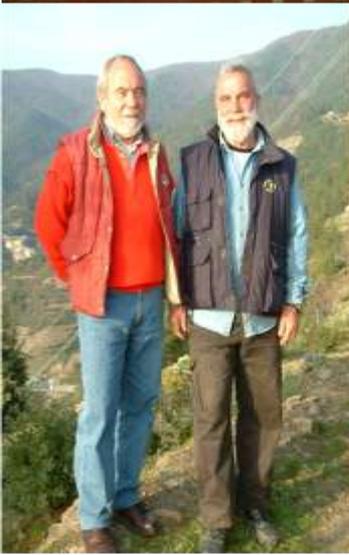




Sustaining OUV

Cinque Terre

Landscape-based economic system supported by innovation



What I need from you...

I want you to tell me what I need to know...

I want you to tell me about great case studies or great models/processes... and what you think works – and doesn't work...

I want you to share with me what you think the core lessons are for site managers...

I'm a conduit for getting good practice to sites – I'm reasonably smart and I'm listening.

Thank you...

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