

# PLANNING FOR TOURISM AND HERITAGE DEVELOPMENT ON THE SILK ROAD



# UNESCO and Sustainable Tourism



- UNESCO is advocating an approach that contributes to the overall visitor management and tourism planning of the heritage routes by providing policy guidance and strategies for site presentation and promotion based on best practice that takes a sustainable approach by involving both conservation and tourism stakeholders in the planning and management of the destinations.

# What is OUV?



## The Three Pillars Outstanding Universal Value

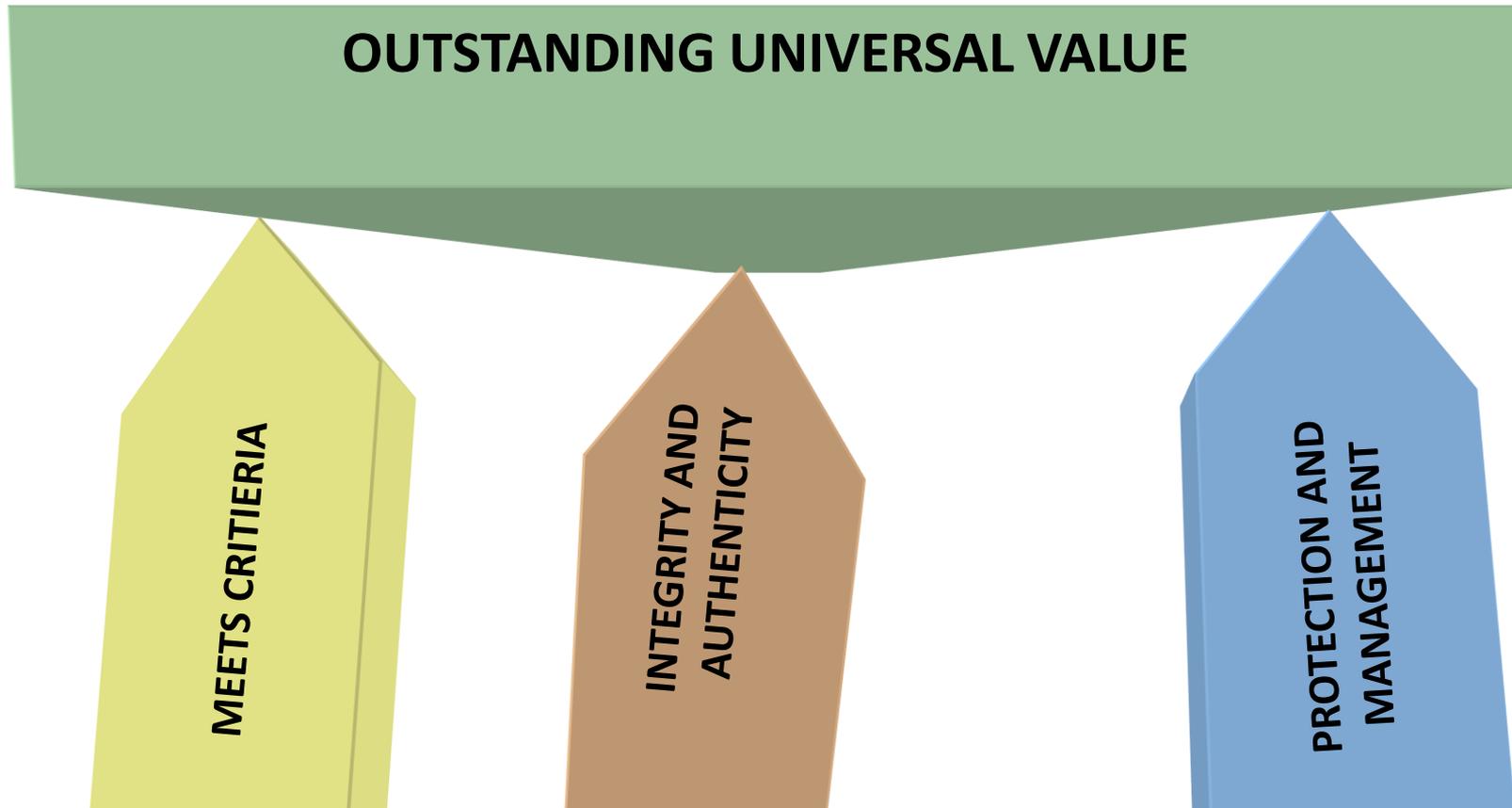


Illustration of the three pillars of Outstanding Universal Value. All three must be in place for a property to meet the requirements of the World Heritage List

# Selection criteria



- (i) to represent a masterpiece of human creative genius;
- (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria).

# UNESCO and Silk Road

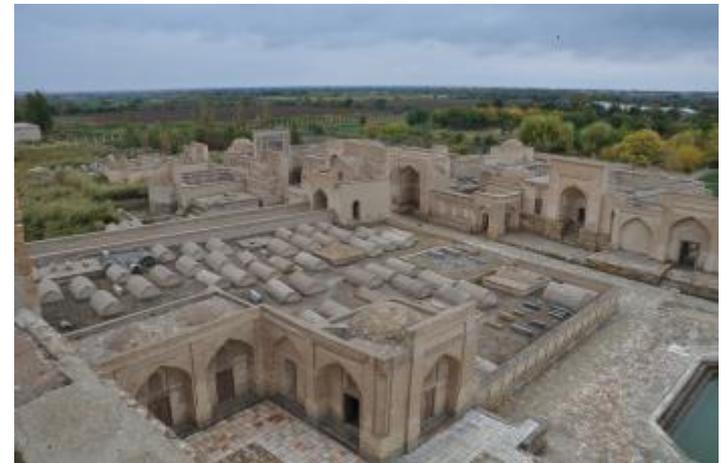
- “Integral Study of the Silk Roads: Roads of Dialogue” project
- UNESCO/ICOMOS/UCL Study on Silk Roads
- Silk Roads World Heritage Serial Nominations
- Online Silk Road Platform



# UNESCO/UNWTO Silk Roads Heritage Corridors Tourism Strategy Project

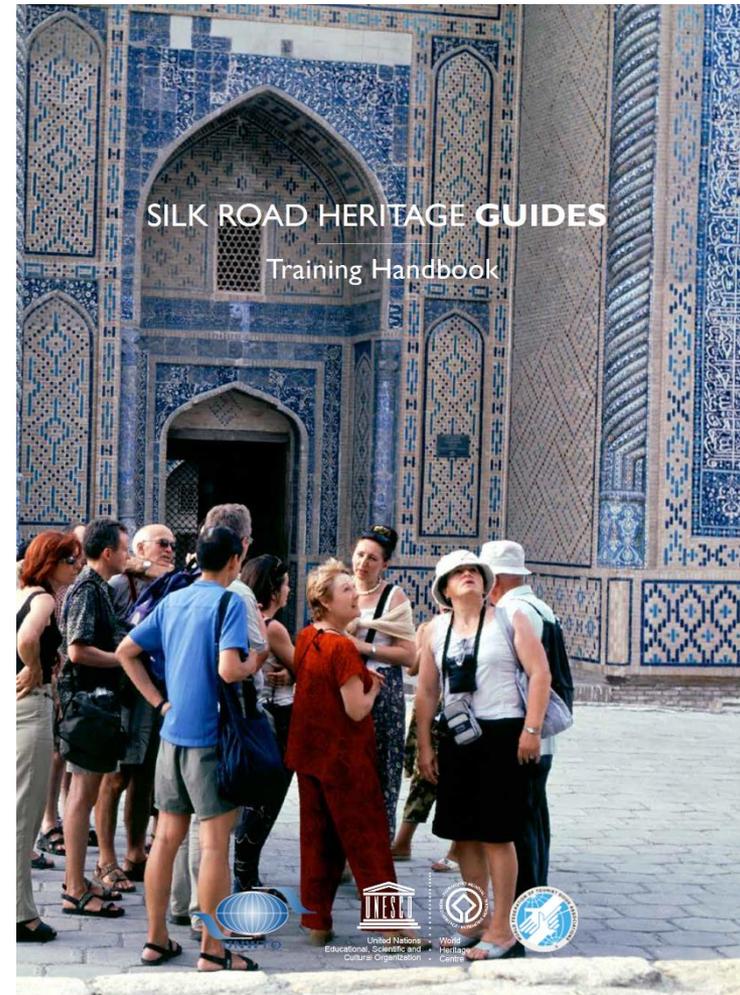


- Aim: to provide policy guidance to the destinations and will develop a common sustainable tourism strategy for visitor management, site presentation and promotion along these heritage Corridors.



# UNESCO/UNWTO project

- Enhancing Silk Road Interpretation and Quality Guides Training
- Silk Road Heritage Guides Training Handbook



# Working with stakeholders: Sustaining livelihoods affected by the Aral Sea disaster



- Aim: to support of the social and economic well-being of the local population of Karakalpakstan by promoting livelihoods through the development of sustainable tourism.



# UNESCO Tehran Cluster Office (UTCOC)



- The office covers the four countries of :
  - Islamic Republic of Iran;
  - Turkmenistan;
  - Afghanistan;
  - Pakistan
- It's main counterpart in Iran:
  - Iranian Cultural Heritage, Handicraft and Tourism Organization (ICHHTO);
  - The Iranian National Commission for UNESCO

# UNESCO Tehran Cluster Office (UTC/O)



Foreseen activities in the field of tourism development:

- Silk Road Heritage Guide Training in the Islamic Republic of Iran
- Sustainable Tourism Strategy Development Training for World Heritage Site Managers in the Islamic Republic of Iran
- Sustainable Tourism Strategy Development for the Islamic Republic of Iran

**Thank you for your attention!**

