

UNITED NATIONS ENVIRONMENT PROGRAMME
Industry and Environment



UNESCO
World Heritage Centre



**"MANAGING TOURISM IN NATURAL
WORLD HERITAGE SITES"**

Report of the International Workshop held in Dakar, Senegal,

22 - 26 November 1993

UNEP
Industry and Environment
39 - 43, quai André Citroën
75739 Paris Cedex 15
France

UNESCO
World Heritage Centre
7, place Fontenoy
75700 Paris
France

TABLE OF CONTENTS

| | Page |
|--|-----------|
| FOREWORD | 3 |
| ACKNOWLEDGEMENTS | 4 |
| EXECUTIVE SUMMARY | 5 |
| INTRODUCTION : | 7 |
| I. PRESENTATION OF THE WORKSHOP | 10 |
| 1.1 Participants | 10 |
| 1.2 Opening session | 10 |
| 1.3 Technical sessions | 11 |
| 1.4 Site visit | 12 |
| 1.5 Final session | 12 |
| II. PRESENTATION OF THE RESULTS OF THE SURVEYS | 13 |
| 2.1 Presentation of the surveys | 13 |
| 2.2 Importance of tourism at the natural World Heritage Sites and the resulting problems | 13 |
| 2.3 Facilities and services associated with tourism at natural World Heritage Sites | 15 |
| 2.4 Policies for tourism, marketing and promotion | 15 |
| 2.5 Management of the flow of visitors, education and interpretation | 16 |
| 2.6 Planning, carrying capacity and monitoring | 17 |
| 2.7 Institutional arrangements and links with the local community | 18 |
| III. RECOMMENDATIONS AGREED UPON DURING THE WORKSHOP | 20 |
| 3.1 General principles for managing tourism in natural World Heritage Sites | 20 |
| 3.2 Check list of the points to be addressed for managing tourism in natural World Heritage Sites | 21 |
| Item 1 : Tourism Activities and Physical Facilities | 21 |
| Item 2 : Marketing and Relationship with the Tourism Industry | 23 |
| Item 3 : Visitor Management, Information Education and Interpretation | 24 |
| Item 4 : Planning, Capacity Carrying and Monitoring | 26 |
| Item 5 : Institutional Framework and Links with Local Community | 28 |

| ANNEXES | | Page |
|----------------|-------------------------------|-------------|
| Annex I | Agenda | 30 |
| Annex II | List of participants | 36 |
| Annex III | Questionnaires of the surveys | 42 |

FOREWORD

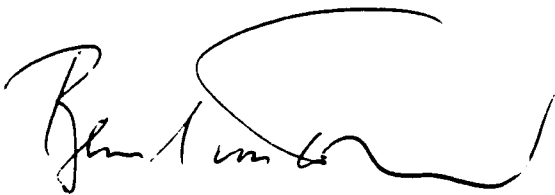
As of today, the World Heritage List established under UNESCO's Convention Concerning the Protection of the World's Natural and Cultural Heritage numbers 411 properties which have met strict criteria of outstanding universal value. In view of the magnitude and gravity of damages threatening these exceptional sites, it is incumbent on the international community as a whole to participate in their protection.

Designation of a property as a World Heritage site implies a special responsibility for management, it also frequently results in an increasing number of visitors. This report examines some sites such as Yellowstone National Park (USA) and the Canadian Rocky Mountains where tourist numbers pose a real challenge to site managers to control the impact of millions of people on these irreplaceable precious natural resources. On the other hand, sites such as Niokolo Koba (Senegal), Kahuzia-Biega (Zaire) and the Royal Chitwan National Park (Nepal), seek new management approaches to encourage tourism in order to stimulate regional economies and to better serve local people.

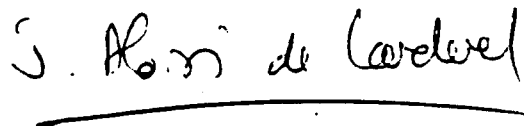
In such a diverse system of outstanding areas there is no single solution. What is beneficial to one site may turn out to be detrimental to another. However, all World Heritage managers must protect the unique values of their sites. All sites must have effective management and for this purpose dispose of adequate human and financial resources for appropriate legal, scientific, technical and administrative measures.

Comparing different approaches to tourist management at World Heritage sites across the world was a primary objective of this Workshop. Finding economically feasible, environmentally-sound and socio-culturally sensitive solutions, tailored to each World Heritage property, remains a challenge to every World Heritage site manager.

Environmentally-sound tourism can be achieved through conservation education and close co-operation with the tourist industry and tour operators. The overall obligation remains to ensure that World Heritage sites retain their qualities of outstanding universal value. What counts in the end is effective on-site management, and we do hope that the recommendations prepared during the Workshop will be helpful for this purpose and be put into practice.



Bernd von Dröste
Director World Heritage Centre
UNESCO



Jacqueline Aloisi de Larderel
Director Industry and Environment
UNEP

ACKNOWLEDGEMENTS

United Nations Educational, Scientific and Cultural Organization, World Heritage Centre (UNESCO/WHC) and the United Nations Environment Programme Industry and Environment (UNEP/IE) would like to gratefully acknowledge :

- * The managers of World Heritage Sites who devoted their time to respond to the surveys.
- * The participants in the workshop, thanks to whom the sharing of information and exchange of experience were fruitful and the recommendations elaborated.
- * The Ministry of Environment and Nature Protection of Senegal for its support, in particular for organizing the field trip during the workshop.
- * The World Conservation Union (IUCN) for their help in finalizing the workshop agenda and leading the discussions.

EXECUTIVE SUMMARY

World Heritage Sites are recognized for their universal and outstanding values which must be protected for future generations. They have an important role to play in conserving the earth's biological diversity. The prestige of World Heritage listing also carries with it important obligations. Governments should recognize the importance of the sites' protection and sustainable development and allocate adequate funding. World Heritage Site managers should be well aware of their responsibilities to provide a model of good management and to demonstrate to the world the significance of their own heritage.

As World Heritage listing can attract more visitors to the area, sound tourism policy becomes even more important. These principles apply to all World Heritage Sites, cultural or natural. This first seminar dealt only with natural and mixed sites, recognizing the different cultural and social characteristics of the participating countries, as well as the differences in their economies and financial resources, particularly between developed and developing countries.

Some sites seek tourism development as a means to provide employment and benefits to local populations, while others see opportunities of improving the overall economy. The development of numerous facilities to meet public demand is perceived as a critical problem in certain areas, while the lack of infrastructure, particularly for transportation, hinders desirable tourism development in others. In all cases, however, the goal should be the same, i.e. to manage tourism without compromising the world heritage values of the site, as defined when the site was listed. Respect of these values is an essential condition to sustainable tourism in these sites.

Taking into account the extreme diversity of the countries and sites concerned, it is felt that no unique solution can be recommended. However, while unique solutions may not be obvious, common concerns were evident. Virtually all sites recognized that local communities and their interests must be integrated into tourism opportunities. In addition, all site managers agreed that tourism and commercialization must be arranged to ensure site resources are protected. Finally, that the site managers must take a more active role in working with the tourism industry to protect resources and provide quality visitors' services and opportunities to local residents.

Guidelines in this respect can often be seen as too general or not well adapted to specific problems and contexts. Sites are at different stages of tourism development and can really benefit from the experience of others. In any case, exchange of experience with other managers is often the best method of learning.

This first seminar's objectives were to discuss issues and problems, based on field experience and to compare and come up with possible solutions.

The presentations and discussions illustrated that, despite the diversity of natural World Heritage Sites, there are many common issues. Recommendations from the seminar form general principles for managing tourism in natural World Heritage Sites and provide a checklist of the points to be addressed.

Participants felt that priority for the implementation of the agreed recommendations should be given by the World Heritage Fund and multilateral and bilateral donors. The exchanges of experience between managers of WHS should be developed, particularly through regional workshops addressing tourism management as an important component.

The general principles agreed upon by the participants in the workshop are as follows :

Ensure that :

1. tourism development consider and respect ecological and socio-cultural values of the site and is consistent with the World Heritage concept ;
2. a management plan, considering the regional context and addressing the tourism component is established and regularly updated ;
3. environmental assessments, inclusive of cumulative impacts, are carried out on recreational and commercial facilities and activities before approvals are granted ;
4. monitoring programmes based on appropriate and updated indicators are in place and their outcomes are taken into account into the planning and decision-making process ;
5. local populations, in and around the site, are involved in order that they take pride in their heritage and gain benefits from tourism ;
6. co-operation with the different stakeholders involved in tourism development is sought and coordination for the promotion of the site is ensured ;
7. all site staff are aware of the World Heritage values and well trained in visitor management ;
8. relevant information and educational programmes are in place to ensure that visitors and local people understand and respect the site and its values ;
9. a substantial proportion of the income generated through entrance fees is directly allocated to the site for its improvement and management ;
10. the site participates in the promotion of the World Heritage concept through all appropriate means.

INTRODUCTION : Presentation of the Programme "Managing Tourism in Natural World Heritage Sites"

A workshop on management of tourism in natural World Heritage Sites (WHS) was convened at the Regional Office for Education in Africa of the United Nations Educational, Scientific and Cultural Organization (UNESCO), from 22 to 26 November 1993 in Dakar, Senegal.

This meeting was jointly organized by the UNESCO World Heritage Centre and the United Nations Environment Programme, Industry and Environment (UNEP/IE), in association with the World Conservation Union (IUCN) and the World Tourism Organization (WTO). The Ministry of Environment and Nature Conservation of Senegal contributed their active support by organizing within the framework of the workshop, a site visit to the Djoudj Bird Sanctuary listed as one of the natural WHS.

The Dakar workshop is, in fact, one element of a more ambitious programme arising from various converging initiatives :

- The UNESCO World Heritage Centre Committee, aware of the impacts of increased numbers of visitors which could be brought about by a WHS listing, is anxious to limit negative effects and has, therefore, requested the secretariat to study the problem of links between world heritage and tourism development and to assist sites to develop exemplary management. The Committee is increasingly watchful of the conservation of the listed sites by instituting regular monitoring.
- In 1991, UNEP, at the request of the Chinese Government, organized in China an international seminar, with the objective to assist the authorities in charge of the Huangshan Scenic Area (Anhui Province), listed as a World Heritage Site in 1990, to better manage the problems arising from increased tourism development. This workshop, in which UNESCO and WTO cooperated, highlighted the necessity for an exchange of experience in the field.
- In addition, the WTO Environment Committee is equally concerned by the relationship between tourism and heritage.

It therefore appeared necessary to :

- gain a deeper knowledge of tourism development in natural WHS and existing problems ;
- draw up recommendations for site managers by completing more specifically and up-dating the existing guidelines for protected areas, in particular, those elaborated by IUCN for UNEP and WTO ;
- facilitate exchange of experience between sites.

In order to respond to the above points, the work was organized in several phases:

- a survey was carried out amongst all natural and mixed¹ WHS to better define the current situations and problems to be faced ;
- the selection of sites represented a wide diversity of situations ;
- organization of a workshop, to which the selected sites were invited, to prepare recommendations relevant to various contexts.

A first questionnaire, sent in 1992 to all the natural WHS, enabled the collection of basic data on the institutional framework, the policies defined, particularly concerning the number of visitors, modes of access, facilities and services and the local population. Sixty-seven of the ninety-eight sites which received the questionnaire replied, which gives a very satisfactory percentage (70 %) of responses, and also shows the interest aroused amongst the site managers. A first analysis of the results was carried out by a consultant, Mrs C. Moulin, Professor at the University of Ottawa, thanks to funding by the Canadian authorities. Mrs Moulin also set up a study of the bibliography and the documents published by the sites on the issues of tourism.

The data collected through the questionnaire presents an interest in itself, since it gives an overall view of the current situation in the WHS. This data, after a study of the documentation, furthermore allowed a selection of sites for which a more thorough analysis was elaborated by means of a second questionnaire, prepared by Mr T Atherton, Professor at Bond University, Gold Coast, Australia. This second questionnaire was sent in July 1993 to 25 sites.

The two above-mentioned questionnaires are attached as Annex IV of this report.

The sites chosen for this second survey were invited to participate in the Dakar workshop. They had primarily been selected to give the widest example possible of all case types illustrated by the survey, and thus facilitate an exchange of extensive viewpoints on the different problems linked to tourism in areas which were essentially, set up for conservation purposes.

The goals of the workshop were to develop recommendations, based on concrete experiences, useful to site managers under varied contexts, together with possible means to solve their tourism problems thus enabling them, with full knowledge of the possibilities, to define their own tourism policy.

To attain these objectives, the workshop agenda presented case studies and discussions and was framed around the five following axes : tourism activities and physical facilities ; marketing and the relationship with the tourism industry ; visitor management, information education and interpretation ; planning ; carrying capacity and monitoring ; institutional framework and links with the local community.

¹ These two categories of sites are regrouped later in the report under the heading of "natural" .

The presentations and discussions, highly practical and lively, enabled the participants to draw up and discuss during the closing session a list of ten principles to be respected in all cases, a kind of "ten commandments" to manage tourism in natural WHS, together with a list of questions which should be taken into account when defining and applying tourism policies in protected natural sites.

After dissemination of this report for comments and suggestions to all natural WHS, a report incorporating finalized recommendations and giving practical examples of successful tourism management by WHS will be jointly published by the UNESCO World Heritage Centre and UNEP Industry and Environment.

The workshop participants also suggested that the UNESCO World Heritage Centre organize regional workshops for site managers and that tourism be considered as one of the important points to be addressed during these workshops.

In addition to WHS, these recommendations and examples will also help the managers of other environmentally fragile sites to define and implement appropriate policies for managing tourism.

I PRESENTATION OF THE WORKSHOP

1.1 Participants

The workshop was attended by a limited number of experts, thus allowing in-depth discussions. The list of participants appears in Annex II of the report. The experts represented a wide range of expertise as well as extensive experience of geographical, economical and institutional situations ; all were managers of sites directly involved in the issues under discussion.

1.2 Opening session

Mr P A G OBANYA, Director of the Regional Office of UNESCO for Africa, welcomed the participants.

On behalf of the Minister of the Environment and Nature Protection of Senegal, Mr N DOYE, Director of his Cabinet, thanked UNESCO and UNEP for funding this experts' workshop and for having chosen Senegal for its venue. He stressed that, particularly for developing countries, tourism is not only essential for the development of the local economy, but is also an important means to raise the awareness of the local population about their natural resources and on the necessity of protection. The topic of the workshop : how to manage tourism in outstanding protected areas such as natural World Heritage Sites is thus both timely and of major importance. Mr N DOYE wished the workshop every success.

Mrs M JARDIN, representing the World Heritage Centre of UNESCO recalled the rights and obligations resulting from the listing as a World Heritage Site. Managers of these sites to be protected for future generations need to be well aware of their responsibilities and provide models of good management. This applies to tourism management, an issue of increasing importance for most of the natural World Heritage Sites. The goals of this experts' workshop are thus to discuss ways and means of developing tourism without compromising the values for which the sites were listed, to exchange experience between managers of sites in various contexts and to provide all managers with practical recommendations. This workshop is also a first step for developing further exchanges of experience between sites.

Mr O N'DAYE, Regional Representative for Africa of WTO stressed that economic benefits from tourism were of major importance, not only for many developing countries, but also for the developed ones facing budgetary constraints. He also stressed the essential fact that tourism must be sustainable. WTO thus fully supported the goals of the workshop.

Mrs H GENOT, representing the Industry and Environment office within UNEP, presented the results of the surveys carried out in the natural World Heritage Sites. The text of this presentation appears in Part II of this report. She stressed that caution must be shown when analyzing the results of the surveys, particularly the second one, because of the small number of sites involved and the great diversity of their cultural and institutional contexts. However, the surveys do clearly reveal major trends of great relevance to the topics dealt with during the workshop and should be taken into account when preparing the recommendations.

Mr J. THORSELL, Senior Advisor, Natural Heritage Programme of IUCN, in a slide presentation, presented a global overview of tourism in natural World Heritage Sites. He stressed that the rising interest in nature and adventure tourism is channeling greater numbers of visitors to hitherto rarely visited protected areas. By definition World Heritage Sites are the hall of fame of protected areas and will become especially popular and well known. The irony is that as natural areas shrink as the world's population continues to grow, tourism can threaten the very attractions that brought the people in the first place and many sites are already under considerable pressure. Others, however, are seeking greater numbers of tourists. The challenge of this workshop is to define the ways in which tourism in World Heritage Sites can be managed to ensure that the positive benefits of the industry can be gained while the negative ones are minimized. Although the benefits of tourism to conservation can be considerable, there are dangers, and it is essential to define principles.

1.3 Technical sessions

Following a round table at which participants presented the main problems they had to face in the field of tourism, presentations and discussions according to the agenda which is in Annex I of the report addressed the following issues :

Item I : Tourism Activities and Physical Facilities

This session examined the various forms of tourism activities at natural World Heritage Sites and the existing and required facilities : access, transport, accommodation, services, other facilities. Issues such as siting, design, management of facilities, licensing etc. and their importance for sustainable tourism development in WHS were discussed.

Item 2 : Marketing and the Tourism Industry

This session examined the present policies and practices. Issues such as how to use marketing and promotion as a management tool (number of tourists, types of tourists, seasonality etc.), which forms marketing and promotion can take, how to liaise with the tourism industry and the information to be provided, and how to involve the private sector were discussed.

Item 3 : Visitor Management, Education and Interpretation

The session examined the management of visitors to natural WHS, addressing such issues as counter attractions, booking systems, channeling, entry fees etc., the use of education and interpretive techniques, visitor centres, documentation, guides etc.

Item 4 : Planning, Carrying Capacity and Monitoring

This session examined planning for tourism at WHS, including issues such as the useful data and studies for decision-making, the definition of goals, the capacity (limits, ways to increase it etc.), zoning, development control and monitoring. The interest in, as well as the limits of the carrying capacity concept were extensively discussed.

Item 5 : Institutional Framework and Links with Local Community

This session examined the institutional aspects for regulating tourism at WHS (legislation, land ownership, management authority, government, NGOs, tourism industry involvement etc.) and the importance and ways of involving the host communities.

1.4 Site visit

A visit to the Djoudj National Park Bird Sanctuary WHS, an outstanding wetland listed by UNESCO in 1981 was organized by The Ministry of the Environment and of Nature Conservation of Senegal. Mr A N'DIAYE, Manager of the site hosted the visit and explained to the participants the tourism issues, policies and programmes and various challenges to be faced.

1.5 Final session

During the final session, the recommendations prepared by the chairpersons, the rapporteurs of each session and the secretariat, were presented and discussed. The finalized recommendations, taking into account the discussions of this final session appear in Part III of this report.

II. PRESENTATION OF THE RESULTS OF THE SURVEYS

2.1 Presentation of the surveys :

A first questionnaire was sent out to all the natural World Heritage sites (98 sites on the date of the survey). The purpose of this questionnaire which consisted mainly of factual questions, was to acquire systematic and up to date basic data on all the sites so as to obtain a "snapshot" of the present situation. The relevant data had not always been available hitherto. The response rate to this first survey was highly satisfactory: 67 sites replied, i.e. close on 70%.

On the basis of the answers to this first questionnaire and of other existing information, in particular that available in the data bank kept by the World Conservation Monitoring Centre in Cambridge, 25 sites were selected with a view to serving as case studies for this seminar; a second survey was designed to make a more detailed analysis of the problems created by tourism at these sites and of the solutions found. Once again the response rate was satisfactory, as 65% of the sites answered and others supplied very detailed documentation.

Caution must be shown when analyzing the results of these surveys, particularly the second, because of the small number of sites involved. Given the great diversity of their cultural and institutional contexts, a widely varying interpretation may have been placed on some of the questions. That is why a misleadingly precise analysis must be avoided. On the other hand, these surveys do clearly reveal major trends which are of great relevance to the topics that are to be dealt with during this seminar. It must also be remembered that the natural sites of the world heritage are extremely varied: in size (e.g. more than 35 million hectares for the Great Barrier Reef in Australia and just 375 hectares for the Meteora in Greece); and also in their geographical features, climate, the economic situation of the countries in which they are located, the size of the population living on the site and in its environs.

2.2 Importance of tourism at the natural World Heritage Sites and the resulting problems :

The survey confirmed the essential role of tourism at a great many sites; the 67 sites which answered this first survey alone receive more than 40 million visitors each year. This figure does of course vary widely from one site to another: over 8 million visitors a year to the Great Smoky Mountains in the USA, more than 3 million to Yellowstone Park, also in the USA, 2.5 million to the Great Barrier Reef, over 2 million to Mount Taishan in China, against a few hundred visitors annually to the Air-Tenere in Niger or Garamba National Park in Zaire.

The number of tourists visiting these sites has generally increased in the last three years: either because local economic development has led to the growth of national tourism (for example, to Mounts Huangshan and Taishan in China) or because of the development of international tourism. A majority of the sites which answered the second survey felt that classification on the list of the world heritage had attracted publicity and contributed to this development of tourism. As a general rule, in cases where tourism has not increased in the past three years, the countries concerned have been facing economic (e.g. the countries of Eastern Europe) or political difficulties.

A majority of the sites which responded to the first survey consider the number of visiting tourists to be satisfactory, while 20% of the sites believe that there are already too many tourists (these are not always the sites which receive a large flow of visitors). It would be interesting to know the factors on which such judgements are based: is it a question of the capacity of the sites and the fragility of certain ecosystems or, as some sites seem to suggest, the weakness of their managerial and personnel resources? Finally, some sites are of the opinion that they do not receive enough tourists. Once again it would be interesting to know why: to generate more resources for management of the site, enhance its educational role, create jobs and provide resources for the local population? That in turn raises the problem of the objectives of a tourist policy for sites listed as part of the world heritage. Finally, some sites do not seem to have any statistics.

When the shares held by national and international, individual or group tourism are known, they vary greatly from one site to another. The same goes for the activities pursued and the length of stay (ranging from a few hours to five days). What impact does this have on site management and on the necessary facilities, and how can it be taken into account, if appropriate, at the level of marketing and promotion policies? All these questions could usefully be discussed in greater depth.

An overwhelming majority of the site managers regard the management of tourism as one of their major problems. They are often short of staff and lack structures to receive visitors. In a great many cases, tourism has been the subject of studies, either in the framework of wider research (opportunities for the development of tourism in the country, steering plan for the site) or of a more specific nature; these studies are performed either by the national tourism authorities or by the site management body and sometimes also by university staff or students and NGOs working on the site. Many of these studies relate to the possibilities and conditions for the development of tourism at the site; some focus on specific problems such as the treatment of the sewage generated by tourist activities or the impact of buildings, such as lodges and hotels. It will also be noted that some of these studies are very old (sometimes more than 15 years) and have not been updated.

2.3 Facilities and services associated with tourism at natural World Heritage Sites :

The survey confirmed the many different types of access to the site. The nature and organization of such access appears to be important for the management of tourism to the extent that it can be a particularly useful way of regulating the flow of tourists. However, the organization of these means of access often does not depend on the site management. Only 50% of the sites which answered the second survey indicated that they used the means of access as a way of controlling the arrival of tourists. On the other hand, the nature and capacity of the existing means of access may hold up the desired development of tourism; hence once again the need for cooperation with outside agencies.

Hotels, restaurants and camping sites (especially in North America) are the facilities most commonly found on the sites. Sometimes they occupy a large part of the sites concerned (up to 25%). They appear to be located in more or less equal proportions on the site itself and beyond its boundaries.

After hotels, restaurants and camping sites, information centres for visitors are the facilities most commonly encountered.

However, about one-third of the sites which answered the first survey do not have information centres for visitors. Some major sites possess several; once again these centres are situated both on the site and beyond its limits. These information centres play an essential role in policies for the information and education of visitors. How can these various facilities associated with tourism be sited and how should they be designed? Those are two more subjects for further discussion.

The second survey also included questions on water resources and on the treatment of liquid and solid waste. A majority of the sites considered their water resources to be adequate; about 20% did not. The techniques used for sewage treatment and for the collection and processing of refuse vary, depending of course on the characteristics of the particular site, the number of visitors and the resources available locally (cesspits, sewage works, collection and transport of refuse away from the site, processing on the spot). However, the situation seems to be critical at many sites.

2.4 Policies for tourism, marketing and promotion :

Around two-thirds of the sites which answered the first survey indicated that they have a policy for tourism (it follows that one-third of the sites have not defined such a policy). It will be noted that no correlation exists between the number of tourists received and the fact that a policy has been defined. That must no doubt be done as a matter of urgency for the sites which are experiencing a rapid growth of tourism.

More often than not, when a policy for tourism does exist, it has been defined by the site management agency, in coordination with the ministry responsible or a local public agency. In some cases too, policy for tourism has been defined in coordination with private operators working either at national level (for example, travel agents) or at that of the site itself (for example, hotels on the site). Finally, in a few cases the policy for tourism has been defined by the NGOs working on the site. What are the merits and limitations of these different approaches? How can a policy for tourism be defined realistically while still respecting the general objectives of the site. What should its content be and what are the conditions for its success? All these questions are of utmost importance.

Regardless of whether the sites have defined a specific policy for tourism, promotional campaigns are arranged by the public sector, by private operators or in parallel by both. In some cases the promotional campaigns are also pursued by NGOs working on the site. They take a variety of forms (brochures and posters, advertising campaigns, films and videos). The public sector (site management agency, national authorities) seems more often than not to produce leaflets and posters, while the other operators appear to use a wider range of actions. Finally the actions are conducted in more or less equal proportions on the site and elsewhere. Topics for debate might also include the aims of promotional campaigns, ways of designing or conducting them and who should be involved.

The second questionnaire asked whether the sites were confronted with marketing and promotional problems. About half of those who answered felt that to be the case. The types of problems referred to include the following: the image of the site promoted by the private sector does not always correspond to the desired image nor are the target groups always appropriate; sometimes the promotion is felt to be excessive; photographs are taken at certain seasons and tourists are disappointed when they visit the site at other seasons. Some sites also reported problems of a different nature, such as the weakness of the means of communication used by them to take bookings.

Many of the problems encountered are no doubt bound up with the fact that most (more than two-thirds) of the promotional campaigns pursued for each particular site are not coordinated. There is no coordination between public and private actions and none between individual private actions either. Ways of setting up a policy for coordination and the conditions which must be satisfied for it to be successful is an important point to be discussed.

2.5 Management of the flow of visitors, education and interpretation :

We have already seen that some sites regard the means of access to them, and the location of the information centres as ways of regulating the flow of visitors. The same might also apply to entry charges to the

site, particularly when these charges vary according to the season and time of day. Over half the sites which answered the first survey charge an entrance fee and others indicated that they were thinking of doing so. Again, the arrangements made vary very widely: charges for tourists or for vehicles only; charges varying according to the categories of visitors or seasons, charges for certain activities (hunting permits). The discussion might also extend to ways of making entrance charges an instrument of policy for tourism and using them to control the flow of visitors.

Only about one-quarter of the sites which answered the second survey indicated that they took effective steps to manage the flow of visitors on the site. The organization of paths seems to be an essential means of doing this. Management of movements over a period of time appears to be more widely used, especially for accommodation bookings (e.g. the camping sites in North America) rather than to control movements of tourists within the actual site.

Over three-quarters of the sites contacted in the second survey indicated that they pursued educational policies: preparation of leaflets and publications for schools, tour operators and tourists, training of guides who work on the site, information for hotels, organization of exhibitions, lectures, radio and television broadcasts. Policies for interpretation seem to be less generally implemented.

The materials required for these various actions are more often than not prepared by the site itself or by the ministry responsible. In some cases, they are also prepared by the NGOs working on the site. Some sites which occasionally receive a great many tourists, do not seem to have defined policies for education and interpretation, or else fall back on the private sector (tour operators and hotels) for this purpose.

The content of these policies for education and interpretation, their cost and the analysis of their degree of effectiveness must be the subject of discussion and recommendations.

2.6 Planning, carrying capacity and monitoring :

The maximum number of tourists which is acceptable at the site without causing damage (carrying capacity) is an essential factor in the definition of a policy for tourism.

Over two-thirds of the sites which answered the second survey indicated that they had defined their carrying capacity. But they would seem to pay particular attention to physical capacities (access, accommodation capacity and camping sites) rather than to ecological or social capacities (life style of the local population, satisfaction of visitors). Among the means of increasing this carrying capacity, a majority of the sites mention management of the movement of persons and improvement of facilities (accommodation, sewage works).

Just over two-thirds of the sites which answered the second survey have made zoning arrangements within the site itself. Fewer have done so in the environs of the sites (about half the replies). A large majority of the sites which have defined zones of this kind consider that they permit good control over the development of the site as such, but far less so of its environs.

Almost all the sites have prepared plans for the management of the site itself. Some of these management plans are very old (sometimes over twenty years) and do not seem to have been updated. A smaller number (about half) of the sites indicate that they have prepared a general plan for the development not only of the site itself, but also of its immediate surroundings. Topics for discussion at Session IV might include the desirability of zoning, and of preparing management plans for sites and for their environs; difficulties encountered and ways of resolving them; ways of turning these plans into effective instruments to control development.

Finally, less than half the sites indicate that they actually monitor the effectiveness of these instruments in the field. When that is the case, they appear to use a variety of instruments: surveys, research projects by students, rangers to check the condition of the natural resources and installations. Ways of pursuing a policy for monitoring and making this an integral part of the decision-making process should also be the subject of discussion and recommendations.

2.7 Institutional arrangements and links with the local community :

In an overwhelming majority of cases, the authorities responsible for the sites forming part of the World Heritage are ministries (of the interior, the environment, tourism, agriculture and forests). In a few cases they are research or nature conservation institutes or NGOs.

Moreover, the bulk of the resources of the sites are derived from these national supervisory authorities (government subsidies), followed by subsidies from local public agencies and finally revenue generated by the site itself: entrance charges (see above), commercial takings such as revenue from hotel concessions, camping charges etc. Over one-third of the sites questioned in the second survey indicated that they operate concessions of this kind. Some sites (Rocky Mountains, Nepal Royal Chitwan Park) seem to make extensive use of them. What can the content of such concessions be and what are their merits? How can they be designed to generate revenue, while also serving the policy defined for the site? Those are questions that need to be discussed.

In an overwhelming majority of cases, management is effected in cooperation with other bodies, generally public and local. In a smaller number of cases, cooperation takes place with the private sector

(especially sectors which are particularly well represented on the site) or with international or local NGOs; sometime even (e.g. Kakadu) with the local population. The general view is that cooperation between the bodies which manage the site is insufficient and needs to be improved. When it is felt to be satisfactory, it is more often than not institutionalized: joint management agencies, conventions etc.

In most cases, a statutory and regulatory framework exists for the management of tourism. But the sites indicate that they experience difficulties in implementing the relevant provisions: with the tourist industry (especially hotels) and with the population living in the immediate vicinity of the site (close on half the replies); to a lesser extent with the population living on the site itself (about one-third of the replies) and finally with visitors (around 20% of the replies) and other economic activities pursued on the actual site. The size of the population living on the site varies widely (for example, 20,000 persons at Goreme, no population at Djoudj or Garajonay). The same applies to the population residing in the environs (800,000 in the Rocky Mountains, 2,600 at Kakadu). The survey results show that tourism comes immediately after agriculture as a source of revenue for this population. Adequate management in order not only to satisfy the requirements of conservation according to the criteria which justified the inclusion of the site on the World Heritage list and also to satisfy the needs of the local population therefore seems to be a particularly important task.

Over 80% of the sites which answered the second survey indicated that they hold consultations with the population concerned. But their real participation appears to be less important (60% of the replies consider that it is extensive for the population living on the site, but only 10% give the same answer in respect of the population in the environs). Is that one of the reasons for the difficulties experienced? What forms can these consultations and participation take and what are the reasons for success or failure? These too are questions for discussion and proposals.

In conclusion, it is apparent that the survey results clearly underscore the topicality of our seminar on the management of tourism at natural World Heritage Sites. They show that these sites are confronted with many problems, but also that well-established or innovative policies are pursued on many sites. There is an opportunity here for fruitful exchanges of experience.

III RECOMMENDATIONS AGREED UPON DURING THE WORKSHOP

3.1 General Principles for Managing Tourism in Natural World Heritage Sites

Ensure that :

1. tourism development consider and respect ecological and socio-cultural values of the site and is consistent with the World Heritage concept ;
2. a management plan, considering the regional context and addressing the tourism component is established and regularly updated ;
3. environmental assessments, inclusive of cumulative impacts, are carried out on recreational and commercial facilities and activities before approvals are granted ;
4. monitoring programmes based on appropriate and updated indicators are in place and their outcomes are taken into account into the planning and decision-making process ;
5. local populations, in and around the site, are involved in order that they take pride in their heritage and gain benefits from tourism ;
6. co-operation with the different stakeholders involved in tourism development is sought and coordination for the promotion of the site is ensured ;
7. all site staff are aware of the World Heritage values and well trained in visitor management ;
8. relevant information and educational programmes are in place to ensure that visitors and local people understand and respect the site and its values ;
9. a substantial proportion of the income generated through entrance fees is directly allocated to the site for its improvement and management ;
10. the site participates in the promotion of the World Heritage concept through all appropriate means.

3.2 Check List of the Points to be Addressed for Managing Tourism in Natural World Heritage Sites

ITEM 1 TOURISM ACTIVITIES AND PHYSICAL FACILITIES

The discussion showed important differences between sites, depending on their state of development and the existing level of visitation. Some sites lack minimum facilities to meet basic visitors' needs. This is particularly true in developing countries. Other sites are facing problems with large numbers of visitors and the increasing costs of maintaining facilities. Common elements and similar concerns were, however, raised by managers in all the sites.

What facilities and services are appropriate for the site?

- What are the goals of the facilities: tourists' demand, improvement of the environment, social goals?
- Can the demand be met through facilities in the surrounding areas?
- Have economical and environmental studies been carried out?
- Who will be responsible for designing and developing the facilities.
- Have the necessary support services (water, energy consumption, etc.) been taken into account?

Where should the facilities be located?

- Should the facilities be located within or outside the site? Decisions should be based on size and accessibility of the site, on fragility of ecosystems, and integration with other facilities on the site (e.g.waste treatment)?
- How to control the development when the facilities are located outside the site? This raises the question of an overall master plan for the area and of the consultation with local authorities and the private sector?
- Have facilities located within the site been subjected to an appropriate zoning system, or is there a need to develop a new zoning plan?

What are the concept and design criteria?

- What are the needs of the existing and potential users?
- Have the maintenance costs been taken into consideration (water consumption, energy efficiency, etc.)?
- Is the design of the building consistent with the local architecture, history and culture of the area?
- Are local materials used and local professionals involved?
- Are adequate regulations and standards established or to be set up?
- Has the compatibility with existing facilities been considered?

How should facilities be managed?

- Should the facility be managed by the public or the private sector; if by the private sector, under what system, leases, concessions, business licenses, etc.?
- Is the local population employed in the management and operation of the site?
- Is a sufficient portion of the fees or benefits channelled into site operations, or providing additional resources or equipment and facilities for the local and surrounding populations?
- What impacts will the facilities have on existing support services (liquid and solid waste management etc)?

ITEM 2**MARKETING AND RELATIONSHIP WITH THE TOURISM INDUSTRY**

The presentations and discussions stressed that many difficulties were due to the fact that, in most of the cases, no clear policy for marketing and promotion had been defined and that co-operation and co-ordination between the public and private sectors was insufficient. It was agreed that the following questions should be raised when addressing marketing and promotion:

Have the goals to be achieved through marketing and promotion policy been clearly defined?

- Has this policy been formulated with inputs from all partners involved: government agency(ies), private enterprises, local population, etc.?
- Are the site and the surrounding communities prepared if marketing efforts are successful?
- Have the limits of promotion been established (carrying capacity of the area, quality of visitors' experience etc.)?
- Has the policy been defined taking into account the overall region?
- Is policy aimed not only at foreign visitors, but also at the national population?

Has the private sector been provided with relevant information?

Have goals and values of the World Heritage Sites, images to be promoted, existing resources and facilities, codes of conduct to be followed by the tourism industry and by the visitors, etc. been established?

Have clear communications been established between the World Heritage sites' managers, the tourism industry and other partners?

- Are all parties aware of the marketing and promotion activities of the other parties?
- Do they act as partners?
- Has co-ordination by the site authority been established?

- Has a permanent process of consultation and co-ordination with the private sector been established (periodical meetings, etc.)?
- Are the press and other media informed and associated?

Is the staff manager's awareness of the constraints and needs of the private sector and of the tourists sufficient?

- are training sessions organized to provide staff with the necessary information and skills for a constructive dialogue with the private sector?

Are the results of marketing and promotion assessed?

- If not, how to set it up?
- If yes, how to incorporate the results in the decision-making process?

Are adequate regulatory tools existing or do they need to be established?

- Have negotiation of concessions and other arrangements with tour operators and hotels promoting the sites, with transport firms to the site, etc. been set up?
- Are conditions for media promoting the site, etc. adequate?

Do the marketing and promotion materials sufficiently mention that the site is a World Heritage Site?

ITEM 3

VISITOR MANAGEMENT, INFORMATION EDUCATION AND INTERPRETATION

The presentations and discussions stressed that visitor management, through zoning, channelling and scheduling, was an important means to keep a balance between conservation and tourism development and that, due to their outstanding values and prestige, and also responsibilities, all World Heritage Sites should use education and interpretation techniques. In implementing these points, the following questions should be raised:

Are the characteristics and significance of the site taken into account in the zoning of the area?

Is the visitor management adequately taken into account in the zoning of the area?

Are the facilities compatible with the zoning : trails and roads, have board walks been used in fragile environments, parking lots, etc.

Should the visitors' flow be scheduled in terms of time?

Specific times for resource utilization, time limits per activity and tourist group, licensing and charging for services per time scale, etc.

Are modes of transportation appropriate to minimize the adverse impact of tourism on the site?

Public transport when possible, non-polluting modes of transport, etc.

How could the access be used to control the number of visitors?

Does the information provided mention that the area is a World Heritage Site and present the history and reasons for its listing.

Are the education and interpretation facilities and activities appropriate?

- * is relevant information provided through information centre(s), signs, etc?
- * are the guides sufficiently trained to communicate knowledge on the site?
- * is basic information recalled in a code of conduct for the visitors?

Is special attention paid to raise awareness and educate? :

- * young people?
- * neighbouring communities?
- * national citizens?

Are there partners (e.g. associations, private sectors, etc.) which could be associated to the education and interpretation activities for the benefit of the site:

- * If yes, how to ensure the quality of the information they provide?

How could the local population participate in these education and interpretation activities?

Do managers have a way to assess the satisfaction of visitors' use of services and facilities and of the management of the site?

ITEM 4 PLANNING, CARRYING CAPACITY AND MONITORING

Participants felt that planning was essential; in this respect, the carrying capacity concept is important and needs to be considered in an operational and evolving way taking into account the results of monitoring. They agreed the following questions should be raised for planning and carrying capacity :

What are the resources to be protected and what are their characteristics?

- * Is a specific approach necessary for specific areas (carrying capacity for each zone, etc.)?

Is there a management plan, regularly updated, taking into consideration the tourism component?

- * Does it have a regional perspective ; is it coordinated with adjacent land planning and vice versa?
- * Does it take into account the overall tourism policy defined at the national level, and vice versa?
- * Are communities in adjacent lands associated in the protection and development of the site?

Has the carrying capacity approach taken into account:

- * The physical carrying capacity (access, facilities, etc.);

- * The ecological carrying capacity (fragility and present health of ecosystems, endangered species, etc.);
- * The social-cultural carrying capacity (acceptance by the local population, maintenance of cultural values, quality of visitors' experience, etc.).

Have the different factors which could increase or decrease the carrying capacity been considered?

- * Improvement of facilities;
- * Zoning and planning techniques;
- * Scheduling and management of visitors' flows;
- * Awareness and sensitization of visitors, etc.

What are, taking into account these various points, the limits of acceptable change?

Are the impacts of tourism monitored:

- * Impacts on fauna and flora.
- * Impacts on facilities.
- * Monitoring on erosion, water supply, water quality, noise levels, etc.
- * Is this monitoring carried out inside the site and the surrounding area?

How are the results of the monitoring taken into account in the decision making process:

- * If necessary, modification of the level of carrying capacity established.
- * Reducing use of some areas.
- * Modification of the marketing and promotion.
- * Education and training programme, etc.

ITEM 5

INSTITUTIONAL FRAMEWORK AND LINKS WITH LOCAL COMMUNITY

The institutional context and the importance of the local community living within or surrounding the site varies from site to site. Nevertheless, it was agreed that, addressing these issues, the following questions should be raised:

Are site managers fully aware of the culture, values and activities of the local population?

Is the management of the site likely to be adversely affected (now or in the future) by the traditional activities of the local population?

- * Possible present and future adverse impacts,
- * Possible measures to mitigate these impacts.

Have the rights and obligations of the local population been clearly defined?

Does the local population living inside or around the site benefit from tourism?

- * Through creation of employment?
- * Through creation of new infrastructure improving their quality of life, such as transportation, water supply, etc?
- * Through additional income?
- * Could these benefits be improved?

Is the local community consulted in the decision-making process of developing tourism in the site?

- * Are the different groups of population consulted?

Are adequate consultation and dispute resolution processes in place?

Could the local population participate in the daily management and

the conservation of the site?

Is there adequate co-ordination between the national and local authorities?

- * What could be the ways of improvement?

ANNEX I

AGENDA

EXPERTS' WORKSHOP
**"MANAGING TOURISM IN NATURAL
WORLD HERITAGE SITES"**
Dakar, 22 - 26 November 1993

AGENDA

Monday 22 November

Chairman: Mr Seydina Issa Sylla

9.00 Registration - Welcome

9.30

Welcome by Mr P A.G. Obanya Director of BREDA - UNESCO

Address by Mr M.B N'Doye Director of Cabinet
Ministry of Environment and Nature
Protection
Senegal

Presentation of the goals of the workshop by Mrs M Jardin
World Heritage Centre, UNESCO

Address by Mr O N'Diaye
Representative of WTO

Presentation of the results of the survey on tourism in WHS by
Mrs H Genot, Industry and Environment Programme, UNEP

Coffee break

Global overview of tourism in natural and mixed WHS by Mr J Thorsell,
Senior Advisor, Natural Heritage Programme, IUCN

Lunch

14.30 Round table for presentation by each site of its main tourism issues.

Coffee break

Round table continued

Tuesday 23 November

ITEM 1: TOURISM ACTIVITIES AND PHYSICAL FACILITIES

Chairman: Mr Gaby Fortin
Rapporteur: Mr Peter Wellings

9.30 Presentation by the three following sites :

| | |
|-------------|--------|
| Yellowstone | USA |
| Lake Malawi | Malawi |
| Goreme | Turkey |

Coffee break

Discussion

Lunch

ITEM 2: MARKETING AND RELATIONSHIP WITH THE TOURISM INDUSTRY

Chairman: Dr Bijaya Kattel
Rapporteur: Mr Arvinder-Singh Brar

14.30 Presentation by the rapporteur of Item 1 of the key conclusions of the session

Presentation by the four following sites of their issues and experience in the field :

| | |
|-------------------------------|-----------|
| Kakadu National Park | Australia |
| Djoudj Bird Sanctuary | Senegal |
| Rocky Mountains National Park | Canada |
| Kahuzi Biega National Park | Zaire |

Coffee break

Discussion

Wednesday 24 November

Site visit to Djoudj Bird Sanctuary National Park (WHS)

Presentation by Mr Abdoulaye N'Diaye, Manager of the site.

Thursday 25 November

ITEM 3: VISITOR MANAGEMENT EDUCATION AND INTERPRETATION

Chairman: Mr Neil Clifton
Rapporteur: Mr John N.B Mphande

9.30 Presentation by the rapporteur of Item 2 of the key conclusions of the session

Presentation by the four following sites of their issues and experience in the field :

| | |
|---------------------------|--------|
| Meteora | Greece |
| Keoladeo National Park | India |
| Goreme National Park | Turkey |
| Yellowstone National Park | USA |

Coffee break

Discussion

Lunch

ITEM 4 PLANNING, CARRYING CAPACITY AND MONITORING

Chairman: Mr Ma Oyienezoo Mankoto
Rapporteur: Mr Hamath Ngaide

14.30 Presentation, by the rapporteur of item 3 of the key conclusions of the session.

Presentation by the five following sites of their issues and experience in the field :

| | |
|-----------------------------|-------------|
| Lake Malawi National Park | Malawi |
| Te Wahipounamu | New Zealand |
| Niokolo Koba National Park | Senegal |
| Banc d'Arguin National Park | Mauritania |
| Yellowstone National Park | USA |

Coffee break

Discussion

Friday 26 November

ITEM 5 INSTITUTIONAL FRAMEWORK AND LINKS WITH LOCAL COMMUNITY

Chairman: Mr George Malamidis
Rapporteur Mr Abdoulaye N'Diaye

9.30 Presentation by the rapporteur of item 4 of the key conclusions of the session

Presentation by the four following sites of their issues and experience in the field :

| | |
|-----------------------------|------------|
| Kakadu National Park | Australia |
| Banc d'Arguin National Park | Mauritania |
| Royal Chitwan National Park | Nepal |
| Garajonay National Park | Spain |

Coffee break

Discussion

Presentation, by the moderator, of the key conclusions of the session.

Lunch

CONCLUSION OF THE WORKSHOP

Chairman: Mr Joseph Alston

15.00 Presentation and discussion of the key conclusions and recommendations of the workshop and of the draft guidelines

Coffee break

Agreement on the follow-up.

Closing statements by the organizers.

ANNEX II

LIST OF PARTICIPANTS

EXPERTS' WORKSHOP
"MANAGING TOURISM IN NATURAL
WORLD HERITAGE SITES"

Dakar, 22 - 26 November 1994

LIST OF PARTICIPANTS

SITES REPRESENTED

AUSTRALIA

Kadadu National Park
Mr Peter Wellings
Park Manager
P.O. Box 71
JABIRU NT 0886

CANADA

Canadian Rocky Mountains Parks
Mr Gaby Fortin
Superintendent Jasper National Park
Box 1627
Jasper
Alberta

GREECE

Meteora

Mr George Malamidis
Consultant
Forest Research Institute
Thessaloniki
Vassilika
57006

INDIA

Keoladeo National Park

Mr Arvinder-Singh Brar
Deputy Chief Wildlife Warden
Bharatpur
Rajasthan

MALAWI

Lake Malawi National Park

Mr John N.B. Mphande
Deputy Chief Parks and Wildlife Officer
Box 30131
Lilongwe 3

MAURITANIA

Banc d'Arguin National Park

Mr N'Gaide Hamath
Director
B.P. 184
Nouakcote

NEPAL

Royal Chitwan National Park

Dr. Bijaya Kattel
Chief Ecologist
P.O. box 3070
Kathmandu

NEW ZEALAND

Te Wahipounamu

Mr Neil Clifton
World Heritage Site Manager
Department of Conservation
West Coast Conservancy
Private Bag Hokitika
South Island

SENEGAL

Djoudj Bird Sanctuary National Park

Mr Ibrahima Diop
Conservator
B.P. 80
Saint-Louis

SENEGAL

Niokolo Koba National Park
Mr Abdoulaye N'Diaye
Conservator
B.P. 37
Tambacounda

SPAIN

Garajonay National Park
Mr Angel B. Fernandez Lopez
Conservation Director
38800 Carretera General Del Sur N° -
S/s Gomera
Tenerife
(Canary Islands)

TURKEY

Göreme National Park
Mr Mustafa Bayrak
Director
Hükümet Konagi
50200 Nevsehir

**UNITED STATES
OF AMERICA**

Yellowstone National Park
Mr Joseph Alston
Assistant Superintendent
P.O. Box 587
Yellowstone National Park

ZAÏRE

Kahuzi-Biega National Park
Mr Ma Oyisenzoo Mankoto
Chief Conservator
Head of Park
B.P. 86
Cyangugu
Rwanda

OTHER PARTICIPANTS

MAROC

Mr Elhoucine Fassi-Fihri
Head of the Department of Cooperation
Ministry of Tourism
42, rue Oulad Zyane (Aviation)
Rabat

SENEGAL

Mr Seydina Issa Sylla
Director
Direction of National Parks
B.P. 5135- Point E
Dakar - Fann

Mr Abdoulaye Diop
In charge of Control and Follow-up
Direction of National Parks

Mr Ousmane Kane
Chief of the Office for Education
Direction of National Parks

Mrs Fatou Samb
Aspirant conservateur
Direction of National Parks

Ms Marème Diop
Head of the Investments Division
Ministry of Tourism and Air Transport

IUCN

Mr Jim Thorsell
Senior Advisor
Natural Heritage
IUCN
1196 Gland
SWITZERLAND

**IUCN Western and
Central Africa**

Mr Peter Jensen
Head of Programme
IUCN
B.P. 3215
Dakar
SENEGAL

UNESCO

Mr Nicholas Michaux
"UNESCO-Sources"
7, place de Fontenoy
75007 Paris
FRANCE

WTO

Mr Ousmane N'Diaye
Regional Representative for Africa
c/o Capitan Haya, 42
Madrid
SPAIN

ORGANIZERS

UNEP

Ms Hélène Genot
Industry and Environment
Programme Activity Centre
39 - 43 quai André Citroën
Tour Mirabeau
75015 Paris
FRANCE

UNESCO

Ms Mireille Jardin
World Heritage Centre
UNESCO
7, place de Fontenoy
75007 Paris
FRANCE

Ms Marianne Raabe
World Heritage Centre
7, place de Fontenoy
75007 Paris
FRANCE

UNESCO/UNEP CONSULTANT

Professor Trevor Atherton
Consultant
Bond University
Gold Coast
Queensland 4229
AUSTRALIA

ANNEX III

QUESTIONNAIRES OF THE SURVEY



united nations educational scientific and cultural organization
 organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75700 Paris
 1, rue Miollis, 75015 Paris

adresse postale B P 3 07 Paris
 téléphone national (1) 45 68 10 00
 international + (33 1) 45 68 10 00
 télégrammes Unesco Paris
 télex 204461 Paris
 270602 Paris

référence **THE WORLD NATURAL HERITAGE
 AND TOURISM**

We should be grateful if the local administrator of the site would take the time to complete the questionnaire and to return it to UNESCO as soon as possible.

INDICATIONS: tick the box corresponding to the statement that reflects your view most closely. Several boxes may be ticked in the reply to the same question.
 #####

Name of country _____
 Name of world heritage site _____

I. DESCRIPTION OF MANAGEMENT AGENCIES

1. The highest national authority responsible for management of the site is:

NAME _____

ADDRESS _____

PHONE # _____ FAX # _____ TELEX # _____

Name of person in charge _____

Responsibilities and objectives of this agency with regard to the site are: _____

2. Local site management agency is:

NAME _____

ADDRESS _____

PHONE # _____ FAX # _____ TELEX # _____

Name of person in charge _____

Responsibilities and objectives of this agency with regard to the site are: _____

3. Other agency involved in

management coordination

Is local national international

Is public private

NAME _____

ADDRESS _____

PHONE # _____ FAX # _____ TELEX # _____

Name of person in charge _____

Responsibilities and objectives of this body with regard to the site are: _____

4. Briefly describe the way in which coordination between these agencies takes place _____

5. Such coordination seems to you:

satisfactory needs to be improved

II. SITE POLICY

6. The initial name of the site was:

retained

changed

If it was changed, give the reasons: _____

Note: For questions 7, 14, 15 and 16, where an independent expert rather than an institution is involved, please indicate his/her name, address and phone/fax numbers.

7. The administration of the site has defined a tourist policy:

* in coordination with a public tourist agency

NAME _____

ADDRESS _____

PHONE# _____ FAX# _____ TELEX# _____

Name of expert in charge of the project _____

* in coordination with a private tourist agency

NAME _____

ADDRESS _____

PHONE# _____ FAX# _____ TELEX# _____

Name of expert in charge of the project _____

Note Please annex a list of other agencies which have taken part in formulation of the tourist policy.

8. Does the site benefit from the support of certain associations?

Note If YES, please specify in an annex which associations and in what areas such support is provided.

9. For information purposes, the administration has posters or brochures representing the area

These are produced by _____

and distributed by tourist organizations

public private

within the area outside the area

III. MANAGEMENT OF THE SITE

Note: In questions 10 and 11, provide, if possible figures.

10. Site income derives from:

| | | <u>Amount</u> |
|---------------------|--------------------------|---------------|
| government grants | <input type="checkbox"/> | _____ |
| local grants | <input type="checkbox"/> | _____ |
| donations | <input type="checkbox"/> | _____ |
| entry receipts/fees | <input type="checkbox"/> | _____ |
| other (specify) | <input type="checkbox"/> | _____ |

11. This income is used for:

| | | <u>Amount</u> |
|------------------|--------------------------|---------------|
| running the site | <input type="checkbox"/> | _____ |
| investments | <input type="checkbox"/> | _____ |
| other (specify) | <input type="checkbox"/> | _____ |

12. The site makes an entry charge :

the charge is _____

it varies according to time of the year

it varies according to the categories
of visitors

13. The problems of site management are connected with:

- poaching
- staff shortages
- pollution from economic activities
- encroachment of the site
- tourist development

other(specify) _____

Note: For questions 14, 15 and 16, please refer to the most recent study and, where necessary, complete the list in an annex.

14. Tourism at the site has been the subject of studies

- * conducted by the administration itself
- * by an outside agency

NAME _____

ADDRESS _____

PHONE# _____ FAX# _____ TELEX# _____

Name of expert _____

Title of study _____

Year and publication _____

15. The natural features of the site have been the subject of studies

- * conducted by the administration itself
- * by an outside agency

NAME _____

ADDRESS _____

PHONE# _____ FAX# _____ TELEX# _____

Title of study _____

Year and publication _____

16. Possible ecological problems of the site have been the subject of studies

- * conducted by the administration itself
- * by an outside agency

NAME _____

ADDRESS _____

PHONE# _____ FAX# _____ TELEX# _____

Title of study _____

Year and publication _____

17. Administration has a copy of most of these studies

18. Experts took part in the organization of the improvement and management of the site

Note: If YES, indicate their names and addresses in the annex.

IX. EQUIPMENT AND SERVICES

19. The site possesses:

an orphanage for animals or its equivalent
a botanical garden
a visitor information centre
a car park
toilets

a nature interpretation service

- based on the ecological interest of the site

- referring to the traditional significance of natural elements of the site

20. The percentage of the built surface in the site area is _____ %

V. LOCATION

21. Transportation in the area of the site is provided by:

boat train car

other(specify) _____

22. The access to the site itself is generally by:

boat train car

other(specify) _____

It is convenient
It is not so convenient

It allows to controle the flow of tourists
in time in space

23. Visitors can move within the site:

by foot by boat by car

other (specify) _____

VI. TOURISM

24. Number of visitors for last year was _____

It increased over the last three years
It decreased over the last three years
It remained the same over the last three years

* And it is distributed as follows:

Note: Preferably please give an exact number of visitors,
if not indicate the slack season with "-" and the
rush months with "+".

January : _____
February : _____
March : _____

April : _____
 May : _____
 June : _____
 July : _____
 August : _____
 September : _____
 October : _____
 November : _____
 December : _____

25. Current visitation rate seems to you:

unsatisfactory
 satisfactory
 too high

26. Approximately how many visitors come:

from the region _____
 from the country _____
 from abroad _____

The most represented countries are:

26bis What proportion of visitors come :

in groups _____
 individually _____

27. Visitors generally have meals:
 in the territory of the site
 exterior to the site

28. They spend the night:

in the territory of the site
 outside the site

29. Average duration of a visit is:

for visitors coming from the region _____
 for foreigners _____

30. Tourism related problems are due to:

- * too high tourist concentration in time
- * too high tourist concentration in space
- * development of infrastructures
- * increase of illegal practices
- * lack of respect for the site
- * destruction of vegetation
- * risk to wildlife
- * other (specify) _____

31. You answered questions 24 to 30 on the basis of:

- your knowledge
- studies already carried out

32. The population living permanently on the site:

is estimated at _____ people

They earn their living from:

- fishing
- stock farming
- agriculture
- hunting
- industry
- trade
- tourism
- other (specify) _____

is represented in the administration

32. People living closely to the area earn their living from:

- fishing
- stock farming
- agriculture
- hunting
- industry
- trade
- tourism
- income connected directly or indirectly
with existence of the site
- other(specify) _____

34. Measures exist concerning population living on the site or in its surroundings. These are designed to:

- safeguard the non harmful local practices
- safeguard and make known local beliefs
about nature

The questionnaire is over. We thank you for taking time to reply to it. You may be assured that it will be put to good use.



united nations educational, scientific and cultural organization
 organisation des nations unies pour l'éducation, la science et la culture

7, place de Fontenoy, 75352 Paris 07-SP
 1, rue Miollis, 75732 Paris Cedex 15

téléphone : national (1) 45.68.10.00
 international + (33.1) 45.68.10.00

télégrammes : UNESCO Paris

télex : 204461 Paris
 270602 Paris

téléfax UNESCO : 45.67.16.90

téléfax secteur/bureau/office expéditeur :

référence : WHC/74/0

**THE WORLD NATURAL HERITAGE
 AND TOURISM**

We should be grateful if the local administrator of the site would take the time to check the accuracy of the information, make any necessary corrections and complete the supplementary questions and return it to UNESCO as soon as possible.

INDICATIONS: fill in the blanks and circle the words which best describe the circumstances at your site. Feel free to add any comments (including "Not applicable" or "Not known" where necessary) and enclose copies of documents which assist your response. Any request for clarification regarding this questionnaire should be directed to the World Heritage Centre at the address indicated above.
 #####

0 DESCRIPTION

- 0.1 Name of country**.....
- 0.2 Name of World Heritage site**.....
- 0.3 Local site management agency**.....
- 0.4 Area of site in hectares**.....
- 0.5 Geography**.....
- 0.6 Climate**.....
- 0.7 Host or local community**
 Number of people living inside the site.....

0.7 Host or local community continued

- Number of people living within the surrounding community.....
- Provide a map showing location of communities in and around the site and name the relevant villages and towns.

0.8 Attractions

- Main attractions of the site for visitors:

.....

.....

.....

1 TOURIST ACTIVITIES AND PHYSICAL FACILITIES

1.1 Access to the site

- How is access to the site controlled? Circle those applicable and add others as necessary.

| | | |
|--|---------------------|--------------------------|
| patrols | geographic barriers | permit or licence system |
| fencing (specify number of access points.....) | | other (specify.....) |

1.2 Visitor Activities inside the site

Main activities of visitors to the site. Circle those applicable and add others as necessary.

- Appreciation of:

| | | | |
|----------------------|-------|-------|---------|
| geography | flora | fauna | culture |
| other (specify.....) | | | |
- Recreational activities:

| | | | |
|----------------------|---------|----------------|--------|
| walking | camping | horseriding | diving |
| boating | fishing | mountaineering | skiing |
| other (specify.....) | | | |

1.3 Visitor Accommodation Location

| | |
|---|-------|
| Where do visitors to the site stay over night? | % |
| • inside the site | |
| • outside the site but within the surrounding community | |
| • elsewhere (specify.....) | |
| Total | 100% |

1.4 Visitor Accommodation Capacity

How many visitors can be accommodated over night?

- inside the site
- outside the site but within the surrounding community
- elsewhere (specify.....)
- Total

1.5 Other facilities

Briefly describe the other facilities for tourists and their capacity.

Restaurant / cafe daily capacity (in number of people if known)

- inside site.....
- in surrounding community.....

Information centre

- inside site.....
- in surrounding community.....

•Other (specify.....)

1.6 Services and waste disposal

• Energy: What is the main source of energy used in the site? Circle those applicable and add others as necessary.

electricity wood gas petroleum other (specify)

• Water: Is there an adequate supply of potable water available at the site?

Wastes: How are the following wastes disposed of at the site?

- waste water.....
- garbage.....
- sewage.....

2 MARKETING AND THE TOURISM INDUSTRY

2.1 Impact of World Heritage listing

- Number of visitors in 1992 was.....
- Year listed was.....
- Number of visitors in year preceding World Heritage Listing was.....
- Comment on main causes of increase/decrease.....

2.2 Marketing

What steps are taken to market visits to the site and who undertakes these steps? Circle those applicable and add others as necessary.

- Paid Advertising: management agency tourism industry others (specify)
- Brochures/Posters: management agency tourism industry others(specify)
- Promotions/Events: management agency tourism industry others (specify)
- other (specify).....

2.3 Problems

- Have you experienced any problems in the marketing of the site?.....
- If so describe briefly.....

2.4 Regulation and coordination

- Is the marketing of the site regulated or coordinated by the management authority or other agency?.....
- If so describe how briefly.....

3 VISITOR MANAGEMENT EDUCATION AND INTERPRETATION

3.1 Channelling/Scheduling

- Briefly describe the extent to which channelling or scheduling are used to manage visitors at the site.....

3.2 Visitor education

- Briefly describe the extent of visitor education services and facilities provided.....

3.3 Interpretation

- Briefly describe the extent of interpretation services and facilities provided to visitors.....

4 PLANNING CARRYING CAPACITY AND MONITORING

4.1 Goals

- Briefly describe the goals of the management plan/tourism policy or attach a copy if possible.....

4.2 Visitor length of stay

| How long do visitors to the site stay? | range | average |
|---|-------|---------|
| • inside the site in days (or specify if hours) | | |
| • outside the site but within the surrounding community | | |
| • elsewhere (as specified above) | | |

4.3 Carrying capacity

- What (if any) attempts have been made to assess the carrying capacity (ie the sustainable level of tourism) of the site?. Specify author, date and provide copies of such studies.

.....

.....

What do you consider to be the present carrying capacity of the site?

- annual number of visitors
- average length of stay in days

In your opinion which factor(s) presently limit the sustainable level of tourism at the site given the current state of technology, facilities and management practices at the site? Circle those applicable and if possible specify more particularly the limiting feature.

- physical factors (eg space, facilities, resources).....
- ecological factors (eg fragility of flora, fauna, ecosystem).....
- social factors hosts' viewpoint (hosts' quality of life: eg prices, morality, training, demonstration effect etc)
- social factors visitors' viewpoint (visitors' quality of experience: eg crowding etc)
- cultural factors (eg vulnerability of hosts' language, religion, customs, etc).....

• With present technology, facilities and management practices what in your opinion is the present capacity of the site in terms of each of the five categories of factors listed above expressed in terms of annual visitor numbers? Write your estimate in the space on the left hand side of each factor above. If impossible to estimate indicate so by a question mark.....

- What (if any) measures are proposed to increase the capacity of these limiting factors using technology, facilities, management practices or other methods? Circle those applicable.

eg visitor management sewerage treatment more accommodation
hardening trails

- other (specify).....
- Briefly describe measures proposed and increased capacity proposed.....

.....

- What (if any) measures are used to control the level of visitation to the site? Circle those applicable.

restricted access permit or licence system restricted physical facilities
other (specify).....

- What (if any) measures are used to control activities in the site? Circle those applicable.

restricted access permit or licence system restricted physical facilities
other (specify).....

4.4 Other economic activities

• What are the main economic activities carried on inside the site? Circle those applicable and add others as necessary.

- tourism agriculture pastoralism fishing hunting
- forestry mining oil/gas dam (hydro electricity etc)
- other (specify).....

• What are the main economic activities carried on in the surrounding community? Circle those applicable and add others as necessary.

- tourism agriculture pastoralism fishing hunting
- forestry mining oil/gas dam (hydro electricity etc)
- other (specify).....

4.5 Zoning

Is a zoning system used to regulate competing uses?

- inside the site.....
- in the surrounding community.....

4.6 Development control

Is development effectively controlled?

- inside the site.....
- in the surrounding community.....
- elsewhere affecting the site.....

4.7 Master planning

- Is there a management plan for the site?.....
- Is there a master plan for the site and the surrounding community?.....
- If yes to either enclose copies.

4.8 Monitoring

- Briefly describe the system used to monitor the impacts of tourism at the site.
.....

5 INSTITUTIONAL FRAMEWORK AND LINKS WITH THE HOST COMMUNITY

5.1 Land ownership

• If the whole of the site is not owned by the state, is the other land effectively incorporated into the following aspects of the regulation of the site. Circle those into which it is adequately incorporated.

- tourism policy management plan zoning development control

5.2 Laws and regulations

• The laws regulating conservation and tourism in the site are as follows. Specify name and year of the laws or regulations.

.....
.....
.....

• Enclose a copy (in English if possible)

5.3 Leases, licences and concession agreements

• List the particulars of any leases, licences and concession agreements which relate to all or any part of the site or activities in the site.

.....
.....

• Enclose a copy of the agreements (in English if possible) with confidential parts blanked out if desired.

5.4 Enforcement

Have there been any disputes or other difficulties in enforcing the laws (including the management plan, zoning and development control) governing the site among the following groups: Circle those applicable and add others as necessary.

- visitors tourist industry people living inside the site
- people living in surrounding community
- others (specify

5.5 Consultation

In framing the laws (including the management plan, zoning and development control) has there been consultation with the following groups: Circle those applicable and add others as necessary.

- visitors tourist industry people living inside the site
- people living in surrounding community
- others (specify

5.6 Involvement of host community

What is the level of involvement of the local community in the management and operation of the site and the tourism activities conducted therein. Circle those applicable.

- people living inside the site high medium low
- people living in surrounding community high medium low

THE QUESTIONNAIRE IS OVER. WE THANK YOU FOR TAKING THE TIME TO REPLY TO IT. YOU MAY BE ASSURED THAT IT WILL BE PUT TO GOOD USE.