



Sustainable Tourism Management at World Heritage Sites (World Tourism Organization Seminar Proceedings)

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World Heritage Sites are among the most emblematic tourism destinations and attractions, facing numerous challenges due to an ever increasing tourism activity and related development issues. This Conference was held as part of a strategic collaboration between UNWTO and the UNESCO World Heritage Centre in order to address key tourism policy and management issues, such as coordination between heritage management and tourism organizations, extending benefits to local communities, reducing tourism congestion and environmental impacts, increasing site financing and enhancing the interpretation and communication of heritage values through tourism. This report summarizes the rich exchange of experience from the Conference, including the overall conclusions, expert presentations, a range of case studies across the Asia region, as well the results of field exercises and working group discussions analysing the Mount Huangshan National Park and Hongcun-Xidi Ancient Villages, illustrating how World Heritage Sites can be integrated into broader regional and destination-level tourism management processes.

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