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Организация
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منظمة الأمم المتحدة
للترية والعلم والثقافة

联合国教育、
科学及文化组织



Turismo de Portugal Project

"Tourism Management at World Heritage Sites of Portuguese Origin"

Organiser:

Turismo de Portugal (TP)
UNESCO World Heritage Centre (WHC)

Donor:

Turismo de Portugal (TP)

Partners:

National Commission of Portugal for Unesco (CNU), Instituto de Gestão do Património Arquitectónico e Arqueológico (IGESPAR, Portugal), States Parties with World Heritage Sites of Portuguese origin

Introduction:

The increases in tourism numbers worldwide, including in cultural destinations, pose numerous challenges for managers of World Heritage sites who require skills to plan and implement actions that reconcile heritage preservation and economic benefits and help mitigate visitation pressures.

The recent analysis of capacity-building needs has clearly shown that sustainable tourism is a crucial issue for conservation and management of World Heritage sites. This project is designed to address this issue, strengthening World Heritage site management capacity to plan and manage tourism in a sustainable way.

While recognising that a programme on sustainable tourism is being developed for the approval of the World Heritage Committee at its 36th session and expecting its outcome to be incorporated in the future, the State Party of Portugal proposes to organise a capacity building programme to benefit the Network of World Heritage of Portuguese Origin (WHPO). The project will primarily use experimented resource material published by UNESCO, such as the World Heritage Paper N°1 on Tourism Management, the Manual for Public Use Coordinators and the Cultural Heritage Specialist Guide Programme. Next to updating these documents and extending them to a broader typology of World Heritage sites, particularly those located in urban contexts, the project will be valuable for testing the effectiveness of these resource materials as tools for capacity-building for national agencies and site managers.

Programme:

A tourism capacity building programme will be presented at two workshops and applied at three pilot sites. The training workshops address heritage conservation and local development through sustainable tourism and will be provided to practitioners, local and national institutions and stakeholders from the tourism industry in Portugal and States Parties with World Heritage of Portuguese influence. The three pilot sites identified in Portugal and States Parties with World Heritage sites of Portuguese origin will serve as test cases for applying and further developing the planning and

management methodology. These and additional planning and management issues may be examined at site, local and regional contexts.

It is expected that the States Parties involved in the already established Network of World Heritage of Portuguese Origin (WHPO), while benefiting from this project, will also serve as platforms for disseminating lessons learned, including beyond the specific World Heritage context.

Project Goal:

To support and build the capacity of site management for more effective tourism planning to promote sustainable social and economic development and conservation at World Heritage sites in Portugal and in States Parties with World Heritage of Portuguese influence.

Expected Results:

1. Knowledge of sustainable tourism planning principles and their site-specific implementation;
2. Site-based capacity in tourism planning and visitor management based on agreed upon materials and methods of working;
3. A thematic learning platform and long-term strategy for capacity-building in sustainable tourism for World Heritage sites in Portugal and in States Parties with heritage of Portuguese influence, in the context of the established World Heritage of Portuguese Origin network (WHPO);
4. Funding opportunities for capacity-building in sustainable tourism for World Heritage sites of Portuguese origin;
5. Dissemination of lessons learned to the global network of World Heritage sites and their stakeholders through the World Heritage Sustainable Tourism Programme.

Project Duration:

15 months (July 2011- Sept 2012)

For more detailed information, please contact:

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Timetable of Activities:

Activities	Responsible Organization*	Calendar
Identify and update the training materials (English version)	WHC	July to Aug 2011
Contact the sites	WHC, TP, CNU	July to Sept 2011
Coordination meeting of all partners (in Lisbon)	WHC, TP, CNU, IGESPAR	12-16 Sept 2011
Field visits to 2 of the 3 selected sites ; identify specific needs and demands	WHC, TP, CNU, IGESPAR	12-16 Sept 2011
Generate the training materials in Portuguese	WHC	Oct 2011
1 st Workshop in Lisbon (Portugal)	WHC, TP, CNU, IGESPAR	12-16 Dec 2011
Carry out planning activities at the selected sites	WHC, selected sites	Dec 2011 to Mar 2012
2 nd Workshop in Guimarães (Portugal)	WHC, TP, CNU, Municipality of Guimarães	16-20 Apr 2012
Carry out planning activities at the selected sites	WHC, selected sites	May to Jun 2012
Adjust and adapt the training material to the lessons learned	WHC, TP, CNU, IGESPAR	May to Aug 2012
Revise the training material, incl. Public Use Manual, and translate the changes	WHC	Aug to Sept 2012
Organize a final Project Conference in a country with World Heritage of Portuguese origin or in Portugal	WHC, TP, CNU, IGESPAR and sites	Sept 2012
Final Project Report	WHC	Oct 2012

*WHC- World Heritage Centre; TP – Turismo de Portugal; CNU – National Commission of Portugal for UNESCO; IGESPAR – Instituto de Gestão do Património Arquitectónico e Arqueológico (Portugal)

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