



Nexus between Culture and Tourism

- Protect and Promote Heritage
- Cultural Tourism Development



Growth and Competitiveness

- One billion international tourist arrivals: opportunities and challenges
- Growth & Maturity



Building New Partnerships



Preserve and Promote



- **Global Code of Ethics for Tourism**
- **World Heritage and Sustainable Tourism Programme**

Why Tourism and Culture?



Using a Cultural Approach

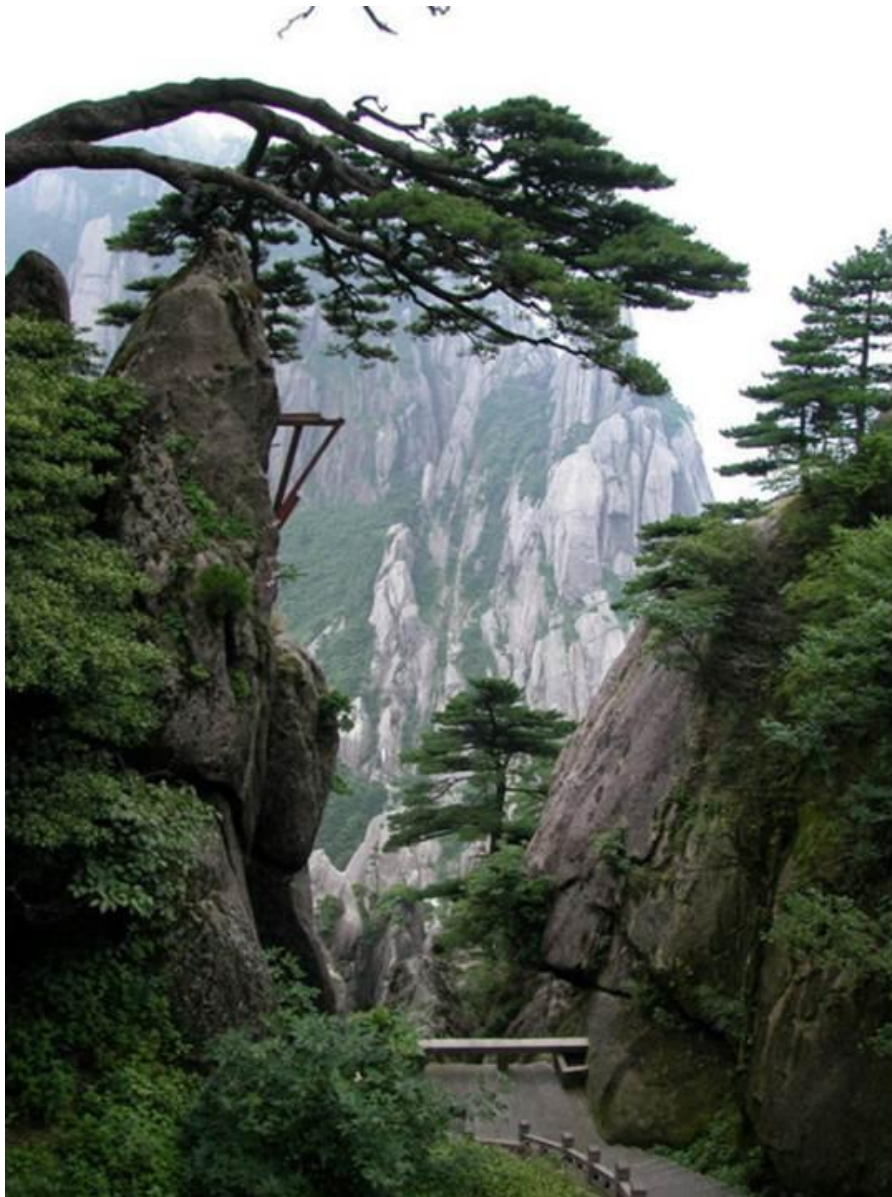
➤ Soul Garden Project



➤ Culture Hotel Study



Glocalization in Cultural Tourism



Host community & Cultural identity



Maturity and Sustainability

- Cultural Differences
- Developed/Underdeveloped
- Role of Enterprises
- Role of Culture



Nexus 1:

Tourism contribution to Culture

- Achieving Sustainability in the Tourism Management in World Heritage Sites
- Safeguarding Cultural Heritage: Risks and Challenges
- Presenting and Communicating Heritage for tourism development
- Tourism impact on the Intangible Heritage Identification, Preservation and Transmission
- Public and Private Partnership for the revitalizaion of heritage: Models of cooperation

Nexus 2:

Cultural contribution to Tourism

- Cultural Routes as a new form of Tourism Development
- Tourism and Cultural & Creative Industries
- New readings of tourism through photography and links to social media
- Digitalization of cultural heritage as touristic products/
New technologies in heritage presentation and promotion

Nexus 3:

Cultural Tourism contribution to Society and Economy

- The Impact of Tourism on Community Integration and Development
- Understanding, respecting and safeguarding Spiritual and Religious Heritage from tourism sector
- Changing perceptions of Industrial Heritage
- Memorial Sites as tourism destinations: opportunities and challenges
- The role of Mega Events on Cultural Tourism Development
- The Global Code of Ethics for Tourism, a fundamental frame of reference of responsible and sustainable tourism / Prevent illicit trafficking of Cultural Heritage
- Integration of Government Policies in ministries of culture and tourism

Nexus 4:

Cultural Tourism contribution to WHS

- The role of Tourism and Culture for development cooperation programs at local, regional, national and international level
- Community-base approach to culture and tourism cooperation: Empowering Community at heritage sites through tourism
- Impact of Heritage Sites in Developing and Emerging Countries and Regions: Best practices
- Reducing inequalities among vulnerable groups in developed countries through Cultural Tourism
- Climate Change and Tourism Recovery in affected areas



United Nations
Educational, Scientific and
Cultural Organization

UNWTO / UNESCO World Conference on Tourism and Culture: Building a New Partnership

Siem Reap, Cambodia, 4-6 February 2015



SAVE THE DATE!

Siem Reap, Cambodia
(4-6 Feb 2015)

A NEW PARTNERSHIP

- ❖ Can cultural heritage flourish without tourism?
- ❖ Can tourism flourish without cultural heritage?



Objective: The Siem Reap Conference brings together policy makers, administrators and experts from the two fields and aims to forge or strengthen complementary partnerships to the long term benefit of both tourism and cultural heritage.



World Tourism Organization | a specialized Agency of the United Nations

PRELIMINARY PROGRAMME

3 February	Registration & Technical Tour
4 February	Opening Ceremony
	Ministerial Dialogue
	Press Conference
	Gala Dinner and Cultural Performance
5 February	Session 1: Promote and Protect Heritage
	Session 2: Living Cultures & Creative Industry
	Session 3: Cultural Tourism Routes
	Session 4: Urban Regeneration through Cultural Tourism
	Siem Reap Declaration
	Farewell Dinner
6 February	Technical Visit





THANK YOU!



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