Tourism at World Heritage Sites

Challenges and Opportunities

International tourism seminar Çeşmse (Izmir), Turkey, 26 March 2013

Table of contents

	Foreword Introduction	5 7
	Opening Ceremony	15
	Mr. Graham Brooks President Emeritus, ICOMOS International Cultural Tourism Committee	17
	Mr. Özgür Ozaslan Undersecretary, Ministry of Culture and Tourism, Turkey	18
	Mr. Kishore Rao Director, UNESCO World Heritage Centre	21
	Mrs. Birute Vesaite Minister, Ministry of Economy, Lithuania	24
	Mr. Taleb Rifai Secretary-General, World Tourism Organization (UNWTO)	26
	Session 1 Sustainable Tourism Management of Heritage Sites	29
	Keynote speech: Safeguarding heritage assets for sustainable tourism: the importance of tourism congestion management	31
	Mr. Jean Louis Luxen Senior Legal Expert, Euromed Heritage	
	Panel presentations: Synopsis of session 1: panel discussions	37
	Summaries of panel presentations	39
	Schönbrunn Palace, Vienna, cultural heritage and sustainability Mr. Franz Sattlecker Director General, Schloss Schönbrunn Kultur-und-Betriebsges.m.b.H, Austria	39
	Sustainable management of heritage sites: the Turkish experience	40
	Mr. Osman Murat Süslü General Directorate for Cultural Heritage and Museums, Ministry of Culture and Tourism, Turkey	
	Sustainable management of the heritage sites: the case of roman emperors route: challenges of transnational product development	41
	Ms. Renata Pindzo Deputy Minister, Ministry of Finance and Economy, Serbia	

	The Coal Heritage Park in Zabrze (Poland): facing the requirements of UNESCO's world heritage sites and sustainable tourism criteria embodied in the future World List of Industrial Heritage for Tourism	42
	Mr. Henryk Handszuch Head of Scientific Council, International Documentation and Research Centre on Industrial Heritage for Tourism in Zabrze, Poland	
Issues ari	ising from session 1	43
Session 2	Communicating our World Heritage	45
Keynote s	speech: Communicating Heritage: a UNWTO Handbook for the Tourism	
	Mr. Graham Brooks	
	President Emeritus, ICOMOS International Cultural Tourism Committee, Australia	47
Panel pre	sentations: Synopsis of session 2: panel discussions	55
	Communicating Heritage in Azerbaijan: its role in building a new national identity	56
	Mr. Nazim Samadov	
	Deputy Minister, Ministry of Culture and Tourism, Azerbaijan	
•	Communicating world heritage sites in Greece	61
	Mr. Spyridon Parthenis Head of the Department of Bilateral Relations and International Organisations, Ministry of Tourism, Greece	
	Cultural tourism in Turkey: the operator's perspective	62
	Mr. Faruk Perkin	
	President of Fest Travel, Tour Operator, Turkey	
	Cultural heritage: do we know how to communicate?	65
	Ms. Isabella Brega	
	Managing Editor, National Geographic Touring, Italy	
	"World Heritage Site": is it a brand name?	69
	Mr. Yaniv Poria	
	Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management, Department of Hotel and Tourism Management, Israel	
	The role of 3D technology in enhancing the visitor experience in the 21st century	70
	Mr. Douglas Pritchard	70
	Director, CyArk Europe Ltd, Scotland, United Kingdom	
Issues aris	sing from session 2	71
	Concluding remarks	73
	Curriculum vitae of contributors	75