



World Heritage, Climate Change and the Sustainable Development Goals: Their Incorporation into Tourism Management in China's Proposed Maritime Silk Road World Heritage Site

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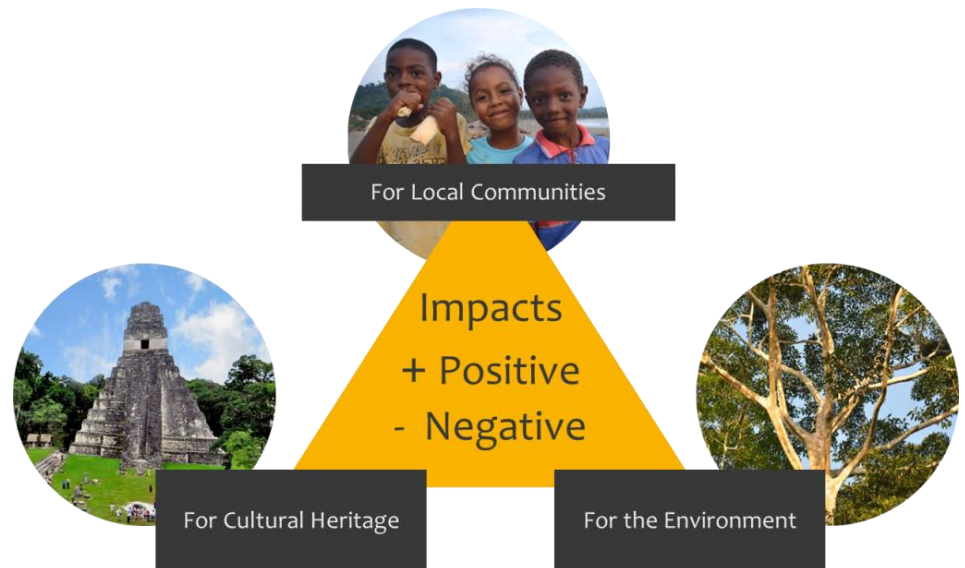
Background

- To be included on the World Heritage List, sites must be of Outstanding Universal Value and meet at least one out of ten selection criteria.
- China has the second most WH sites in the world at 54.
- Currently preparing a serial WH nomination for the Maritime Silk Route.
- Challenge of trying to maintain the sustainability of these sites after nomination, particularly with tourism impacts.



Emergence of Sustainable Tourism

- In 2002, the UNWTO developed the concept of sustainable tourism as: “Tourism development that meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future.”
- 2017 will be the International Year of Sustainable Tourism.



Cultural Heritage and Tourism-Related UN SDG Targets

| GOAL | NO. | TARGET |
|--|------|---|
| 8 – <i>Decent Work and Economic Growth</i> | 8.9 | By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products. |
| 11 – <i>Sustainable Cities and Communities</i> | 11.4 | Strengthen efforts to protect and safeguard the world's cultural and natural heritage. |
| 12 – <i>Responsible Consumption and Production</i> | 12b | Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products. |
| 14 – <i>Conserve and sustainably use the oceans, seas and marine resources</i> | 14.7 | By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism. |

Proposed Maritime Silk Route (MSR) WHS



Factors affecting MSR Tourism Development

- WH nominations are driven by increased national and international prestige and cross-cutting economic benefits of tourism and associated industries development.
- Cultural tourism is a major economic development pillar in China's 12th Five Year Plan (2011-2015)
- The Chinese National Tourism Organization declared Beautiful China 2015 – Year of Silk Road Tourism.



Quanzhou – Tentative List WHS

- Quanzhou was an important navigation and trade route hub to Indian Ocean and western Pacific from the 10th to the 14th century in the Yuan Dynasty.
- In 1992, UNESCO declared Quanzhou as “the sole eastern starting point of the MSR. “
- Named to China’s WH Tentative List in January 2016.



MSR Serial WHS Nomination

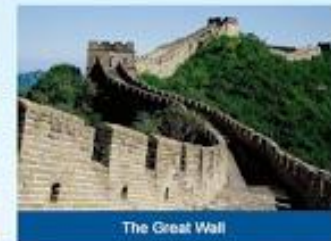
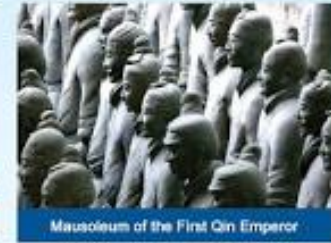
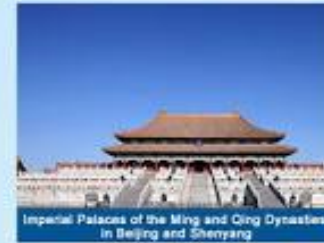
Eight other cities
proposed for inclusion:

- Beihai
- Fuzhou
- Guangzhou
- Nanjing
- Ningbo
- Penglai
- Yangzhou
- Zhangzhou



Potential MSR Tourism Management Issues

1. **Articulating the Site's Outstanding Universal Value and Defining World Heritage Site Elements to Encourage Sustainable Tourism**
 - Each city contains an assemblage of heritage features and structures that are spread throughout an urban area for their WH nomination.
 - Not easily delineated within a potential conservation district, making it more difficult to undertake cohesive tourism planning.



Potential MSR Tourism Management Issues

2. Dealing with Urban and Industrial Pressures

- Quanzhou is now the 12th largest extended metropolitan area in China and Guangzhou the 3rd largest.
- Guangzhou is also considered one of the most prosperous cities in China, but due to rapid industrialization, is also deemed one of the most polluted cities.



Potential MSR Tourism Management Issues

3. Demarcating MSR Tourism Destinations from other Venues

- Fuzhou Declaration signed in November 2015, to help build the MSR tourism brand symbolizing the cooperation between the nine cities.
- The disaggregated nature of a city's heritage resources that compose their portion of the MSR WH nomination will not make it easy to monitor the impacts of tourism on local economies and cultures.



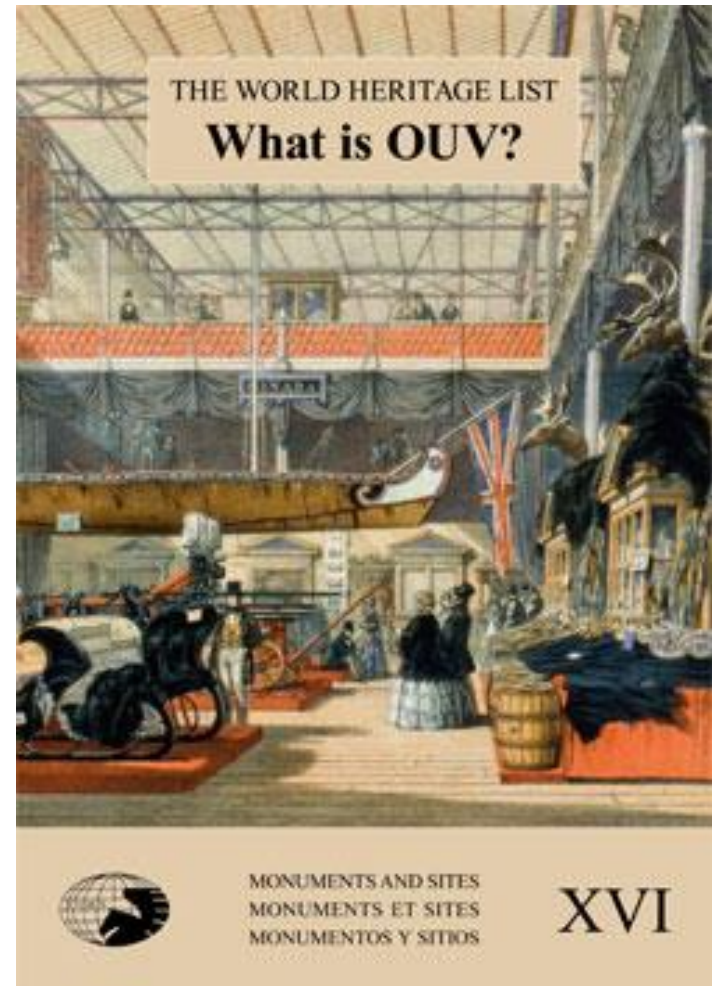
Potential MSR Tourism Management Issues

4. **Dealing with the potential impacts of climate change**
 - Potential asset damage due to flooding, landslides, wind damage, storm surge, lightning strikes, etc.
 - Efforts to implement mitigation and adaptation strategies including application of UN documents related to resiliency such as the Venice Declaration, urban drainage and other infrastructure measures, and promotion of initiatives such as the China-ASEAN Marine Cooperation Center.



WH Site Management Expectations

- UNESCO's views on successful WH management include the following for OUV:
 - Identification
 - Protection
 - Conservation
 - Presentation
 - Transmission to future generations



Proposed Monitoring Considerations

1. Dealing with different sustainability perspectives and interests from stakeholders.

STAKEHOLDERS

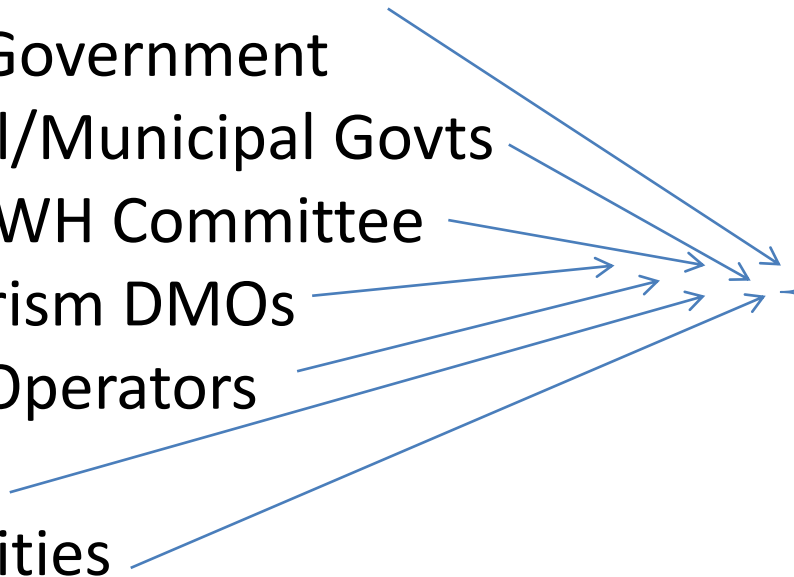
- Chinese Government
- Provincial/Municipal Govts
- UNESCO WH Committee
- MSR Tourism DMOs
- Tourism Operators
- Visitors
- Communities

SUSTAINABILITY FACTOR

Economic

Environmental

Social



Proposed Monitoring Considerations

2. Determining the appropriate datasets and using them for coordinating, monitoring and decision-making support.



Proposed Monitoring Considerations

3. Determining which key performance indicators can best be used to monitor the impacts of tourism in the MSR WHS communities.

- Use standard and/or satisfaction based criteria.
- Have baseline data established to determine degrees of success or decline.
- Determine if standard monitoring criteria to be used, or flexible approach for individual sites.
- Apply SMART approach to gathering data.

Recommendations

- Apply systematic, multidisciplinary and inter-sectoral tourism development strategies for MSR partners at the local, regional and national levels.
- Create a platform for sharing sound sustainable development, marketing and visitor management practices for the communities in and around these venues.
- Adopt the three SDG targets related to cultural heritage resource and tourism management to serve as the basis of a proposed monitoring framework to understand and address the MSRs changing management circumstances.
- Determine where the use of climate change adaptation and /or mitigation strategies may be feasible and implemented.

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Thank you

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