



United Nations
Educational, Scientific and
Cultural Organization

联合国教育、
科学及文化组织

Tourism, Heritage and Human Development

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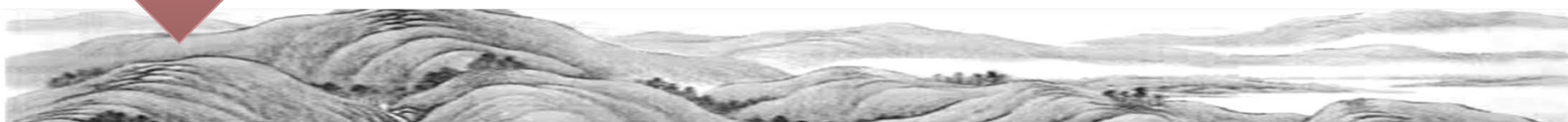
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- **Why Good Tourism for Heritage and Human Development?** 为什么需要善行旅游有效促进遗产保护与人的发展？

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- **About the UNESCO Good Tourism Project** 联合国教科文组织善行旅游项目简介



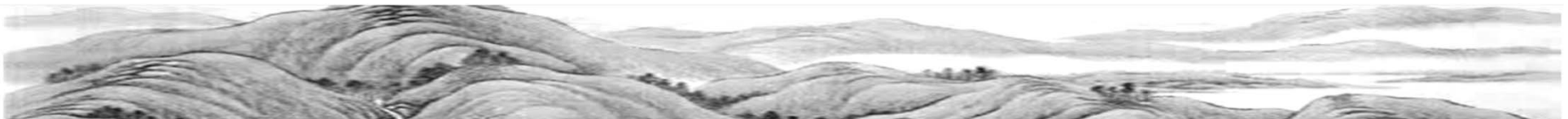
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UNESCO & Tourism 联合国教科文组织与旅游

UNESCO advocacy and normative actions/instruments in the wider field of tourism:

联合国教科文组织关于更加广义的旅游领域的号召 与标准规范制定工作

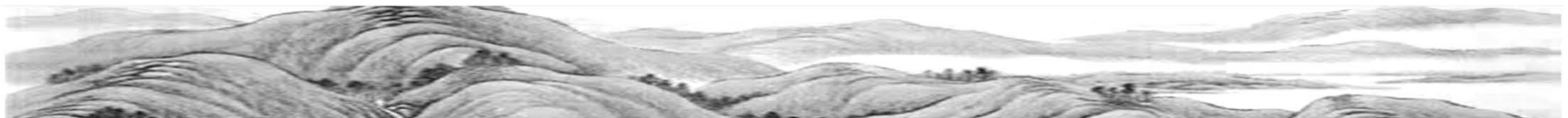
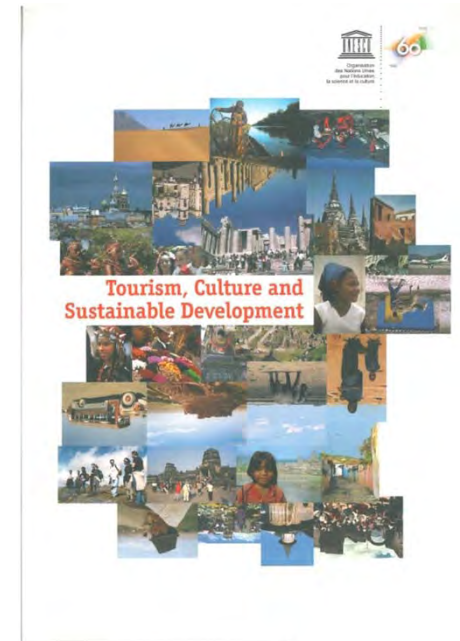
- ✓ World Heritage Convention 世界遗产公约
- ✓ UNESCO Creative and Cultural Industries Programme 文化与创意产业相关项目
- ✓ Universal Declaration on Cultural Diversity 文化多样性宣言



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联合国教科文组织与旅游



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UNESCO & Tourism 联合国教科文组织与旅游

UNESCO's Role

联合国教科文组织的作用



United Nations
Educational, Scientific and
Cultural Organization

Standard-setting

制定标准

Capacity-Building

能力建设

**Creating a platform for dialogue
among all stakeholders**

为利益相关者提供对话的平台

**Knowledge sharing and
dissemination** 分享与传播知识

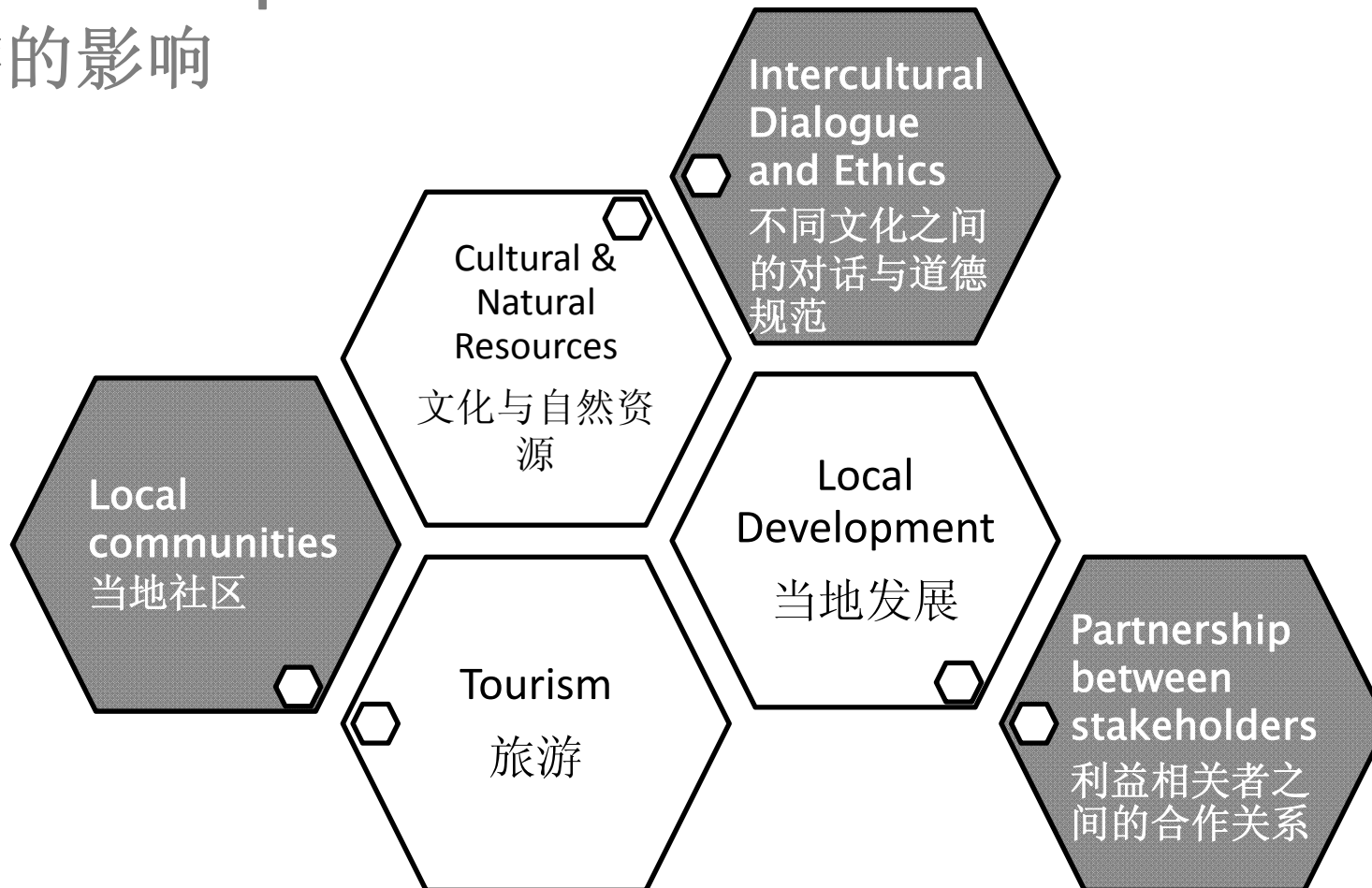
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UNESCO & Tourism

联合国教科文组织与旅游

Tourism Impacts

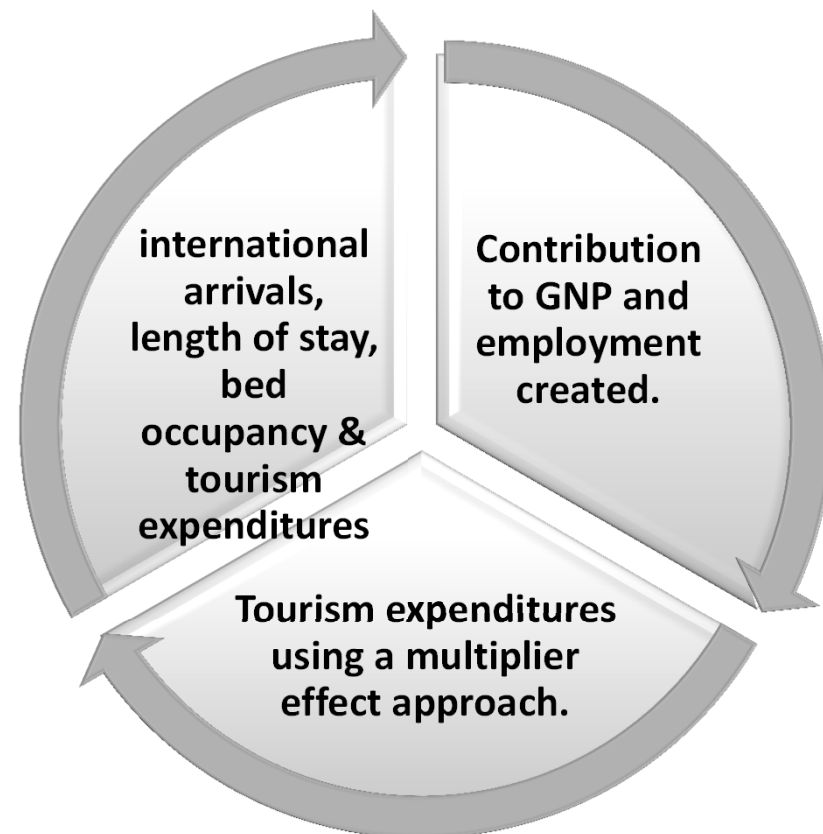
旅游的影响





UNESCO & Tourism 联合国教科文组织与旅游

How the impacts of tourism are usually being measured by tourism professionals? 旅游业内常用的旅游影响评估指标



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UNESCO & Tourism 联合国教科文组织与旅游

What is missing when we talk about tourism development?
在谈论旅游发展时被遗漏的内容？

Sustainability of local heritage and cultural resources 当地遗产及文化资源的可持续性

Life quality of local community (education, healthcare, jobs) 当地社区生活质量（教育、医疗、就业）

Empowerment of the disadvantaged groups 弱势群体赋权

Preservation of fragile ways of life in local cultures 保护当地脆弱的生产生活方式

Local poverty reduction 当地贫困水平

Travellers's deeper understanding and appreciation of different cultures, expansion of personal horizons, skills and knowledge 旅行者对不同的文化有更加深入的了解，拓展了个人的视野与知识面

2

Why Good Tourism for Heritage and Human Development? 为什么需要善行旅游有效促进遗产保护与人的发展?



2

Why Good Tourism for Heritage and Human Development? 为什么需要善行旅游有效促进遗产保护与人的发展?



Recognizing the role of tourism in development 识别旅游在发展中的作用

Assessing the tourism impacts from social and cultural aspects 评估旅游对社会及文化的影响

Improving destination management for heritage protection and human development 提升旅游目的地管理水平，促进遗产保护与人的发展

Inspiration from traditional Chinese wisdom 来自中国传统智慧的启发

Influencing visitors' behavior 影响旅行者与游客的行为



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Why Good Tourism for Heritage and Human Development? 为什么需要善行旅游有效促进遗产保护与人的发展?

Guiding Principles 指导性原则





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About the UNESCO Good Tourism Project 关于联合国教科文组织善行旅游项目

- **International Executing Agency**项目执行国际组织: UNESCO Beijing Office联合国教科文组织驻华代表处
- **Donor**资助方: Yanoda Cultural Tourism, Hainan海南呀诺达文化旅游
- **Time frame** 项目持续时间: 2012-2013



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About the UNESCO Good Tourism Project 关于联合国教科文组织善行旅游项目



Main Products 项目主要产品

Good Tourism Definition

善行旅游定义

Good Tourism Framework

善行旅游框架

Good Tourism Guidelines (Info Kit)

善行旅游资料包



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About the UNESCO Good Tourism Project 关于联合国教科文组织善行旅游项目



Main Activities 主要活动 1

1

- *Situation Analysis and Development of Data Collection Tool* 情况分析与数据收集工具开发

2

- *Community and destination study assessments* 社区和旅游目的地评估

3

- *Development of Good Tourism Definition Framework and Guidelines* 善行旅游定义、框架与指南

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About the UNESCO Good Tourism Project 关于联合国教科文组织善行旅游项目



Main Activities 主要活动 2

4

- *Testing of Guidelines at Heritage Tourism Sites* 在遗产旅游地测试善行旅游指南

5

- *Refinement of definition, framework and guidelines* 修改与细化善行旅游的定义、框架与指南

6

- *Communication and awareness raising* 沟通、宣传与意识提升



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Good Tourism
善行旅游

有效促进遗产保护与人的发展
Effective Approaches for Heritage and Human Development

联合国教科文组织—呀诺达文化旅游信托基金项目
UNESCO-Yanoda Funds-in-Trust Project



Thank you 谢谢!

