

12 What can you do to support World Heritage sites?

World Heritage is much more than just our heritage—it's our legacy. Help us promote sustainable development, responsible travel, and awareness of the urgent need to preserve our shared heritage. With a gift to the UN Foundation's Friends of World Heritage Fund, you can support projects in communities that depend on World Heritage sites. 100% of funds raised will go to such projects, and your generous support will be matched by Expedia, Inc. and the UN Foundation. Join us and become a Friend of World Heritage by visiting www.friendsofworldheritage.org



Online Resources

Learn more about World Heritage initiatives at Friends of World Heritage: www.friendsofworldheritage.org

Discover how geotourism supports World Heritage sites at *National Geographic Traveler*: www.nationalgeographic.com/traveler

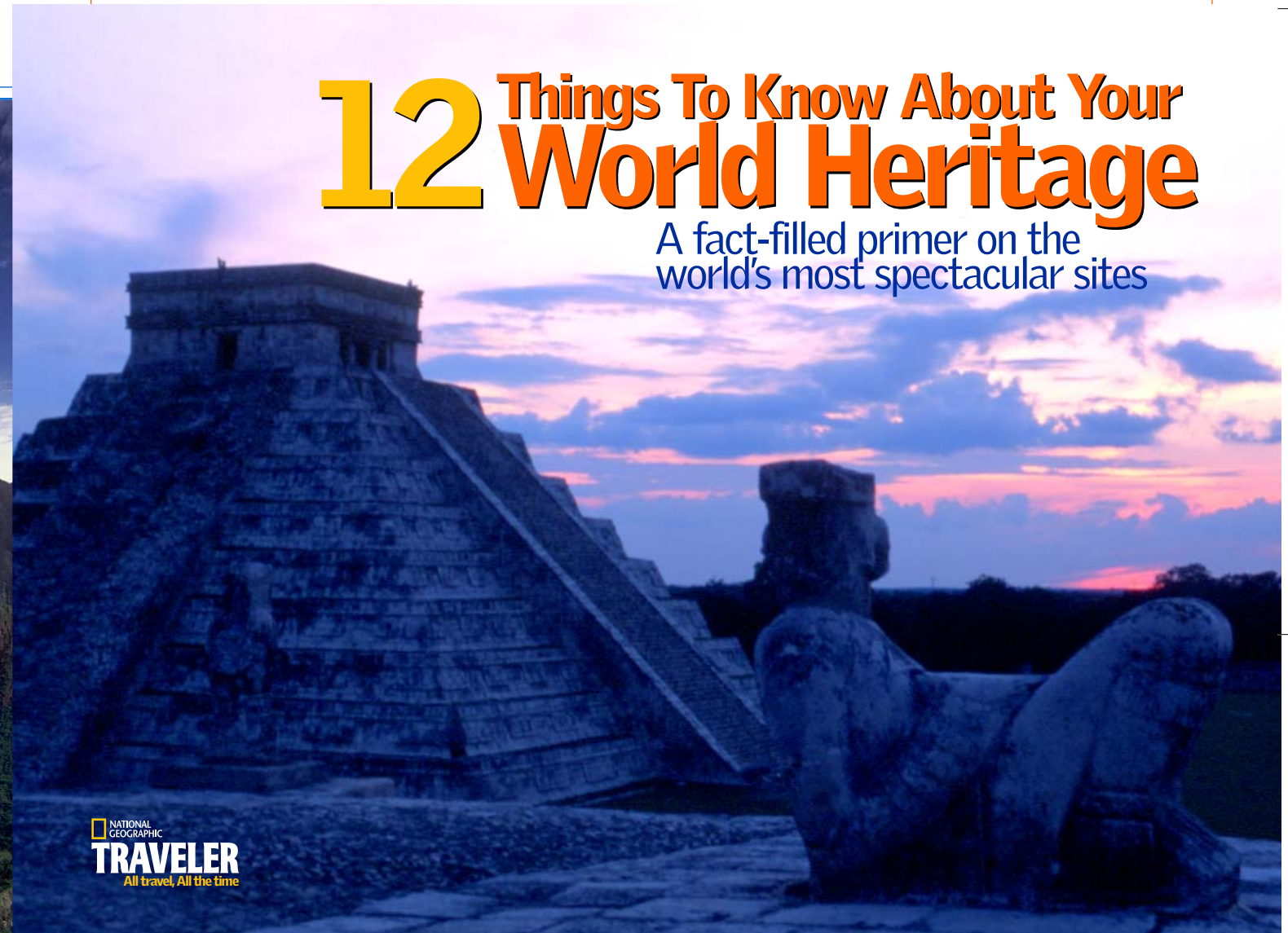
Travel to a World Heritage site with Expedia: www.expedia.com/worldheritage

Read about the work of the UNESCO World Heritage Centre: whc.unesco.org



12 Things To Know About Your World Heritage

A fact-filled primer on the world's most spectacular sites



NATIONAL GEOGRAPHIC TRAVELER All travel. All the time



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Promoting and Preserving World Heritage Through Sustainable Tourism



World Heritage is Your Heritage

Here are a dozen fascinating and useful things to know about the world's most valuable and fragile places

1 What is World Heritage?

World Heritage is Your Heritage: Cultural legacies such as the Tower of London and Statue of Liberty. Natural wonders like the Grand Canyon and the Great Barrier Reef. And such historic places as Uxmal and Palenque in Mexico. These are just a few of the more than 800 treasures recognized by the United Nations Educational, Scientific and Cultural Organization. Through the UNESCO 1972 Convention concerning the Protection of the World Cultural and Natural Heritage, more than 180 nations have joined to protect fragile places of cultural pride and natural beauty by helping to preserve their integrity and nurture sustainable development in the communities around them. World Heritage sites are significant, cherished, and endangered places that tell the story of our global inheritance.

2 Where are World Heritage sites?

All around the world. There are currently more than 800 World Heritage sites in more than 130 nations. Mexico's wealth of sites includes pre-Hispanic gems such as Teotihuacán, historic city centers like Oaxaca, and such natural wonders as the Sian Ka'an Biosphere Reserve. Zambia may have only one World Heritage site—Mosi-oa Tunya—but this site, better known as Victoria Falls, is perhaps Earth's most majestic waterfall. World Heritage sites are both well-known (the Pyramids of Egypt and the Galápagos Islands, for example) and less-visited, such as Koutammakou in Togo and the Uvs Nuur Basin in Mongolia. Some sites, such as Stonehenge, retain their mystery even to the scientists who study them, but all World Heritage sites retain their intrigue to travelers.



Rapa Nui (Easter Island), Chile
WORLD HERITAGE INSCRIBED 1995

3 How can you plan a great trip to World Heritage sites?

Traveling to World Heritage sites helps you learn about places that matter, stimulate local economic development, and can even help preserve our planet's most treasured areas. Responsible travelers are people whose travel choices help sustain or enhance the geographical character of a destination. Here are some things you can do to enjoy a great vacation while giving back to sites you visited:

- **Book a World Heritage trip:** Expedia, Inc. and its partners offer a variety of trips to such World Heritage sites as Yosemite National Park, Prague, and Tanzania's Serengeti Plain. Profits from a trip booked through Expedia will be directed to the Friends of World Heritage Fund at the UN Foundation.
- **Engage in local culture while traveling.** Eat in local cafés, shop in neighborhood markets, and attend community festivals.
- **Hire local guides.** Enrich your experience and support the local economy. Be sure to select guides that are recommended by community-based tour operators and hotels.
- **Buy community products and services.** Choose and support local businesses, community tour operators, and artisans.
- **Tread lightly.** Follow designated trails, respect caretakers, and do not remove archaeological or biological treasures from sites.
- **Learn a few words of the local language** and use them.
- **Refrain from aggressive bargaining** for souvenirs and don't short-change on tips for valuable services.
- **Respect the natural environment.** Reduce, reuse, and recycle. For more information on responsible travel and for ideas about preserving destinations, visit www.friendsofworldheritage.org

Potala Palace, Lhasa, China
WORLD HERITAGE INSCRIBED 1994



Photograph courtesy of Shutterstock.com

Statue of Liberty, U.S.A.
WORLD HERITAGE INSCRIBED 1984



Shelton Chalka

Iguaçu National Park, Brazil
WORLD HERITAGE INSCRIBED 1986



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Mud Mosque, Djenné, Mali
WORLD HERITAGE INSCRIBED 1988



Photograph courtesy of Shutterstock.com

Meteora, Greece
WORLD HERITAGE INSCRIBED 1988



Photograph courtesy of Shutterstock.com

Te Wahipounamu, New Zealand
WORLD HERITAGE INSCRIBED 1990



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Stonehenge • Grand Canyon • Machu Picchu • Great Barrier Reef • Chichén Itzá • Angkor Wat • Serengeti Plain • Ngorongoro Crater
Great Pyramids of Giza • Statue of Liberty • L'Anse aux Meadows • Taj Mahal • Yellowstone National Park • Victoria Falls • Versailles



Sian Ka'an, Mexico
WORLD HERITAGE INSCRIBED 1997

Community Tours Sian Ka'an

"Geotourism is sustainable tourism energized; it sustains and also enhances. Tourist revenue can help restore historic districts and support local craftspeople. Tourism revenues can provide a real, bottom-line incentive for residents to protect what tourists are coming to experience. Informed, involved, prospering residents in turn make a more welcoming environment for tourists."

—Jonathan B. Tourtellot, Director of Sustainable Destinations, National Geographic Society

4 What is responsible travel?

Responsible travelers go with a purpose and leave with a benefit. Building on the concept of sustainable tourism—that destinations should remain unspoiled for future generations—responsible travel, or *geotourism*, has the power to enhance destinations in ways that protect local character and benefit visitors and residents alike. Responsible tourism can alleviate poverty and provide a financial incentive for wildlife conservation, historic preservation, and cultural enrichment. When you travel responsibly to World Heritage sites, particularly to lesser-known sites, you carry an important message: Wise stewardship of irreplaceable destinations can create a type of tourism that emphasizes the distinctiveness of locales and preserves them for generations to come.

Geo-tour-ism (*n*): tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.



Jonathan Hubschman

5 How can you choose the World Heritage sites that will best benefit by your tourism dollars?

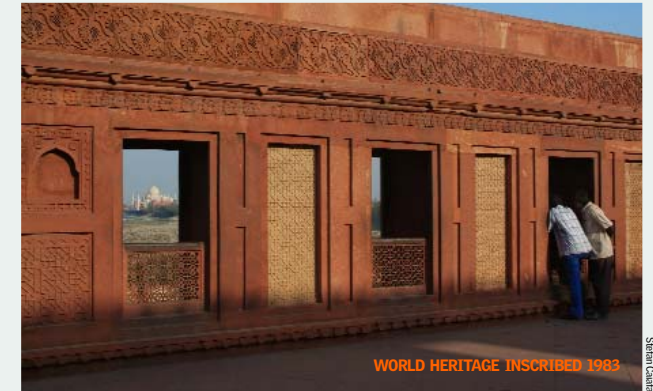
All World Heritage sites are worth a visit, but some sites are more fragile than others. The World Heritage Centre and the World Heritage Alliance are working in developing areas to promote tourism that is sensitive to the environment, respects local communities, and provides direct economic benefits. As a traveler, you can help by seeking out businesses that emphasize the character of a World Heritage site. Building on a series of "Destination Scorecard" articles, *National Geographic Traveler* magazine helps highlight places that might best benefit from tourism. Here are questions to ask when planning a trip:

- Is an archaeological site protected and explained for tourists?
- Does a town have a refurbished historic district that celebrates its character—and protects tourists from harassment?
- Does the region preserve a distinctive wildlife habitat or offer outdoor activities, especially those with interpretive guides?
- Has a community joined to create distinctive celebrations, art collectives, or community centers to ensure rewarding visits for tourists today, tomorrow, and into the future?

For additional tips on sustainable travel, log on to *National Geographic Traveler* at www.nationalgeographic.com/traveler

6 Are you a World Heritage site collector and connoisseur?

Can you identify this 16th-century monument in India (*right*)? Or pinpoint the world's largest sand island? Or name Jordan's Nabataean caravan-city that was partially carved from stone cliffs? Or guess the oldest and largest known meteorite impact site? Take our online World Heritage photo-identification quiz and find out! Visit us at www.friendsofworldheritage.org to challenge your World Heritage I.Q., explore fun interactive features, and learn more about our efforts to preserve the world's most valuable historic, environmental, and cultural places. As for the World Heritage site pictured at right: It's the Red Fort, in Agra!



WORLD HERITAGE INSCRIBED 1983

Shahen Caidah

Angkor, Cambodia
WORLD HERITAGE INSCRIBED 1992



Photograph courtesy of Shutterstock.com

Hallstatt, Austria
WORLD HERITAGE INSCRIBED 1997



Photograph courtesy of Shutterstock.com

7 Which of the Seven Wonders of the Ancient World are also World Heritage sites?

In the fifth century B.C. the Greek historian Herodotus recorded sights (*theamata*) so spectacular that they were eventually called wonders (*thaumata*). The original Seven Wonders list, compiled for travelers of antiquity, featured objects of architectural wonder, including the Pyramids of Giza; the Hanging Gardens of Babylon; the temple of Artemis at Ephesus; the mausoleum at Halicarnassus; the Colossus of Rhodes (a statue of the sun god Helios); the Pharos (lighthouse) of Alexandria; and the statue of Zeus at Olympia, Greece. Of these wonders, only the Pyramids of Giza have weathered the ages. The pyramid fields from Giza to Dahshur—Memphis and its Necropolis—were inscribed as a World Heritage site in 1979.

"Wonder, reverence, the feeling that one is nearer the mystery of things—that is what one feels in places of such sublime beauty."

—J. B. Harkin, creator of Canada's National Park system, describing the Canadian Rockies



Pyramids of Giza, Egypt
WORLD HERITAGE INSCRIBED 1979

Photograph courtesy of Shutterstock.com

Historic Prague • Great Wall of China • Tower of London • Zanzibar • Everglades National Park • Independence Hall • Galápagos Islands
Teotihuacán • Petra • Hagia Sophia • Vatican City • Hawaii Volcanoes National Park • Pompeii • Borobudur Temple • Brasilia • Medina of Fez



Teotihuacán, Mexico
WORLD HERITAGE INSCRIBED 1987

9 How do your favorite places become World Heritage sites?

Each year a small number of fascinating and fragile places are added to the World Heritage List, an important recognition that brings awareness and distinction within the international community. Only the 180-plus nations that have pledged to protect their natural and cultural heritage by signing the 1972 UNESCO World Heritage Convention can nominate sites within their territory to be considered for inclusion. The World Heritage Committee meets once each year to consider these nominations and decide which ones to add to the List. For updates on the latest site designations and descriptions of newly inscribed sites, visit the UNESCO World Heritage Centre website at whc.unesco.org

10 Become a celebrated World Heritage site photographer!

Enter to win our Friends of World Heritage photo contests. Send us your most captivating digital image of a World Heritage site you've visited and we'll enter you in one of our periodic photo contests. Winning sharp shooters will receive World Heritage prizes and have their pictures published online. For information, rules, and deadlines visit us online at www.friendsofworldheritage.org

Dja Faunal Reserve, Cameroon
WORLD HERITAGE INSCRIBED 1987



11 Why have the World Heritage Centre, the World Heritage Alliance, and National Geographic Traveler teamed up?

Travel and tourism now constitute one of the largest industries on Earth. Although tourism has enabled more people than ever before to enjoy our global heritage, it has also brought disruption to local environments, societies, and economies, and it has challenged the "sense of place" that makes travel so rewarding. An important issue facing the world's most spectacular and special destinations is whether the growth of tourism will be a benefit or a blight on the qualities that tourists have come to discover and celebrate. The World Heritage Alliance founding partners, Expedia, Inc. and the UN Foundation, along with the UNESCO World Heritage Centre and *National Geographic Traveler*, believe that responsibly managed tourism has the power to sustain and enhance the natural and cultural attributes of a place, as well as benefit communities by bringing revenue to restore historic areas, support artisans, fund public education, and preserve the environment. We believe it is our responsibility to protect World Heritage sites and that these places are the legacy we will leave for future generations. Turn the page to learn how you can help support our efforts.

Hierapolis-Pamukkale, Turkey
WORLD HERITAGE INSCRIBED 1988



"The greatest remains of all preconquest peoples in this incredible Valley of Mexico are the pyramids of Teotihuacán... Fields of corn cover much of the landscape as seen from the Pyramid of the Sun, and before these remains of a great people antedating the Aztecs it is easy to philosophize on the ephemeral mortality of man compared with his monuments." —Harry A. Franck, *The Pan American Highway*

8 Eight Great Moments in World Heritage

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Although the first World Heritage sites were inscribed in 1978, many of the sites date back hundreds, thousands, even millions of years. By recognizing the outstanding universal value of a place, States Parties to the 1972 World Heritage Convention commit to its preservation and strive to find solutions for its protection. Here are eight irreplaceable places recognized as World Heritage sites:

2,000,000,000 B.C.
GRAND CANYON, ARIZONA,
U.S.A.

The Colorado River and its tributaries sliced through layers of sediment to create this colorful, steep-sided gorge that shows two billion years of Earth's geology.



5,000,000 B.C.
GALÁPAGOS ISLANDS, PACIFIC
OCEAN, ECUADOR

Nineteen volcanic islands at the confluence of three ocean currents make up this melting pot of marine species. Isolation and seismic activity led to the emergence of unusual animal life that inspired Charles Darwin's theory of evolution following his research here in 1835.

2,500,000 B.C.
NGORONGORO CRATER,
TANZANIA

The world's largest unbroken volcanic caldera, part of the Serengeti ecosystem, was formed by the collapse of a volcano an estimated 2.5 million years ago.



13th to 7th centuries B.C.
NUBIAN MONUMENTS FROM ABU
SIMBEL TO PHILAE, EGYPT

This archaeological area contains such magnificent monuments as the Temples of Ramses II at Abu Simbel and the Sanctuary of Isis at Philae, which were saved from the rising waters of the Nile by the international campaign orchestrated by UNESCO from 1960 to 1980.

9th to 15th centuries A.D.
ANGKOR AND KHMER RUINS,
SIEM REAP, CAMBODIA

Among the most splendid archaeological sites in Southeast Asia, Angkor stretches over a vast area and contains relics of the Khmer Empire capitals, including the Temple of Angkor Wat and, at Angkor Thom, the Bayon Temple with its sculptural reliefs.

17th century A.D.
TAJ MAHAL, AGRA, UTTAR
PRADESH, INDIA

This immense mausoleum of white marble, built between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his wife, is the jewel of Muslim art in India.



18th & 19th centuries A.D.
MONTICELLO AND THE
UNIVERSITY OF VIRGINIA, U.S.A.

Thomas Jefferson, author of the American Declaration of Independence, was also an architect of neoclassical buildings. He designed Monticello (1769–1809), his plantation home, as well as his ideal "academical village" (1817–26), which is the heart of the University of Virginia.

19th & 20th centuries A.D.
WORKS OF ANTONIO GAUDI,
BARCELONA, SPAIN

Seven properties built by the architect Antoni Gaudí (1852–1926), including the Sagrada Família cathedral (below), testify to his creative contribution to design.

