

# Part of Something Really Special: Connecting the World Through Heritage Tourism

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# Outstanding Universal Value



“so exceptional as to *transcend* national boundaries and to be of *common* importance for present and future generations of *all humanity*.”









*The Cathedral of St Etienne of Bourges, built between the late 12th and late 13th centuries, is one of the great masterpieces of Gothic art and is admired for its proportions and the unity of its design. The tympanum, sculptures and stained-glass windows are particularly striking. Apart from the beauty of the architecture, it attests to the power of Christianity in medieval France.*





United Nations  
Educational, Scientific and  
Cultural Organization





1776

1776





Longstanding  
pre-occupation with  
categories / hierarchies  
of heritage

**THE NEW**

# 1,000 PLACES TO SEE BEFORE YOU DIE®



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**A TRAVELER'S LIFE LIST**

by **PATRICIA SCHULTZ**

**#1 NEW YORK TIMES BESTSELLER**

A pre-disposition for listing / selecting

Leading Brands

Top 'Ten'

Embedded in the tourist mind and increasingly in the tourism sector



# Re-thinking the purpose of heritage / world heritage



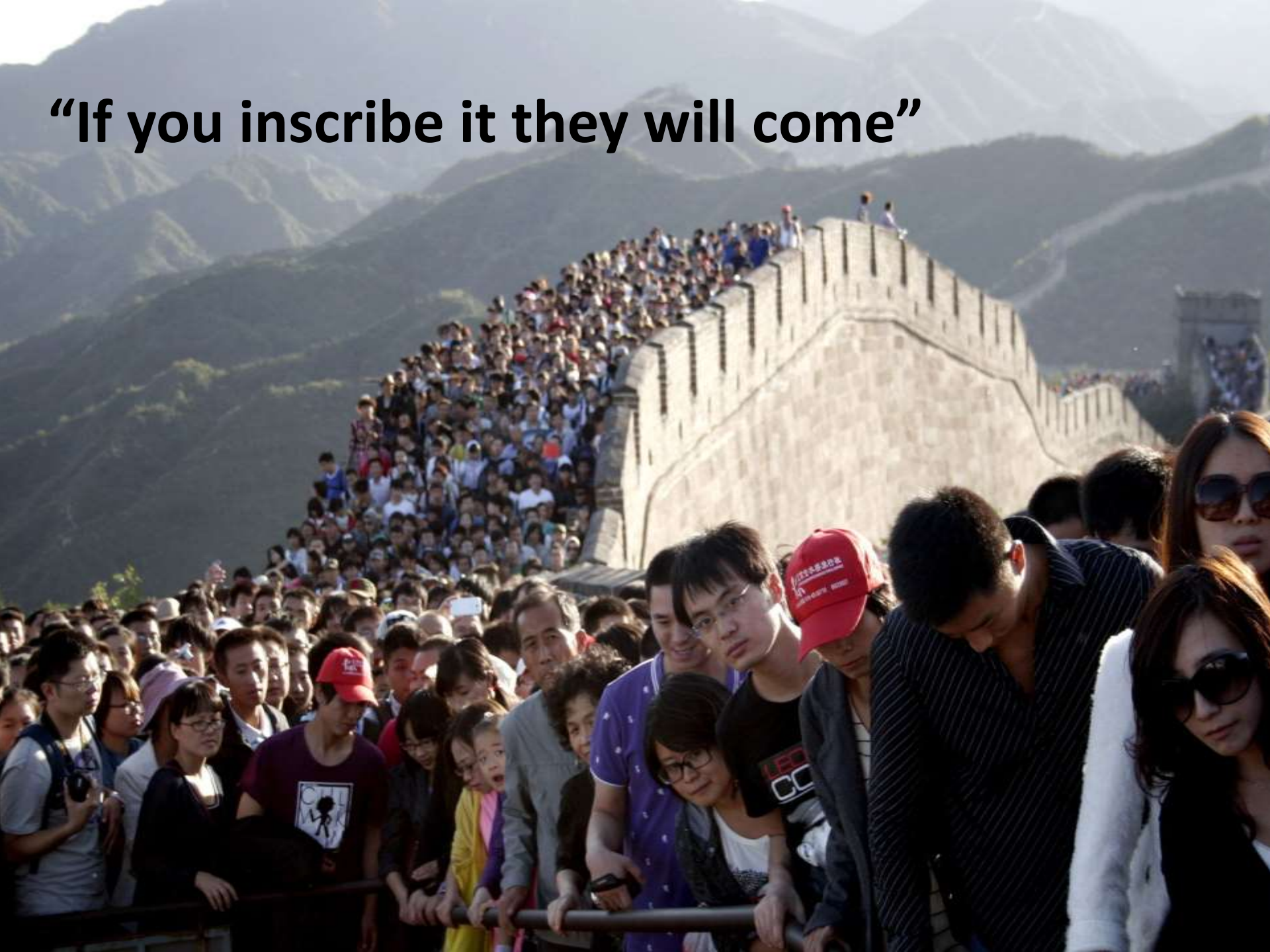
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# Changing Contexts of World Heritage

- Increasing need to engage with local communities
- Increasing need to attract / manage / mobilise tourists / tourism – the sustainable framework
- A shift from the singular purpose of protection to making a contribution to sustainable development and cultural well-being / inter-cultural dialogue
- Pressing agendas - lack of resources, lack of civic engagement, lack of meaning



**“If you inscribe it they will come”**



**Not all the time!**





# Brand Recognition

- Limited empirical research on visitor awareness of the WH brand - focus on cultural sites [Barbas, Bourdeau and Robinson (2015), Dewar et al. (2012), Hall and Piggitt (2003), Hergesell (2006), King and Halpenny (2014), Marcotte and Bourdeau (2006), Poria, Reichel, and Cohen (2010) and Yan and Morrison (2007) ]
- Examined visitor awareness of the WH brand and its influence in the decision to visit concluded that the brand exerts only a weak influence on travel plans.
- King and Prideaux (2010) found a strong relationship between brand influence, travel plans and those who 'collect' WH properties as a hobby.
- **Brands don't just happen** – they are built, cultivated, elevated, communicated, protected ..... built, cultivated, elevated, communicated, protected ..... built, cultivated, elevated, communicated, protected etc. etc.

# Responsibilities of Membership

- Protection of Site - protection of OUV
- Communication of OUV – trans-national meaning of site (comparative analysis)
- Example / Standard Setting – visitor management and the visitor experience
- Entry point for international tourists
- Leadership role - for other heritage sites and related intangible cultural heritage – at the centre of a network

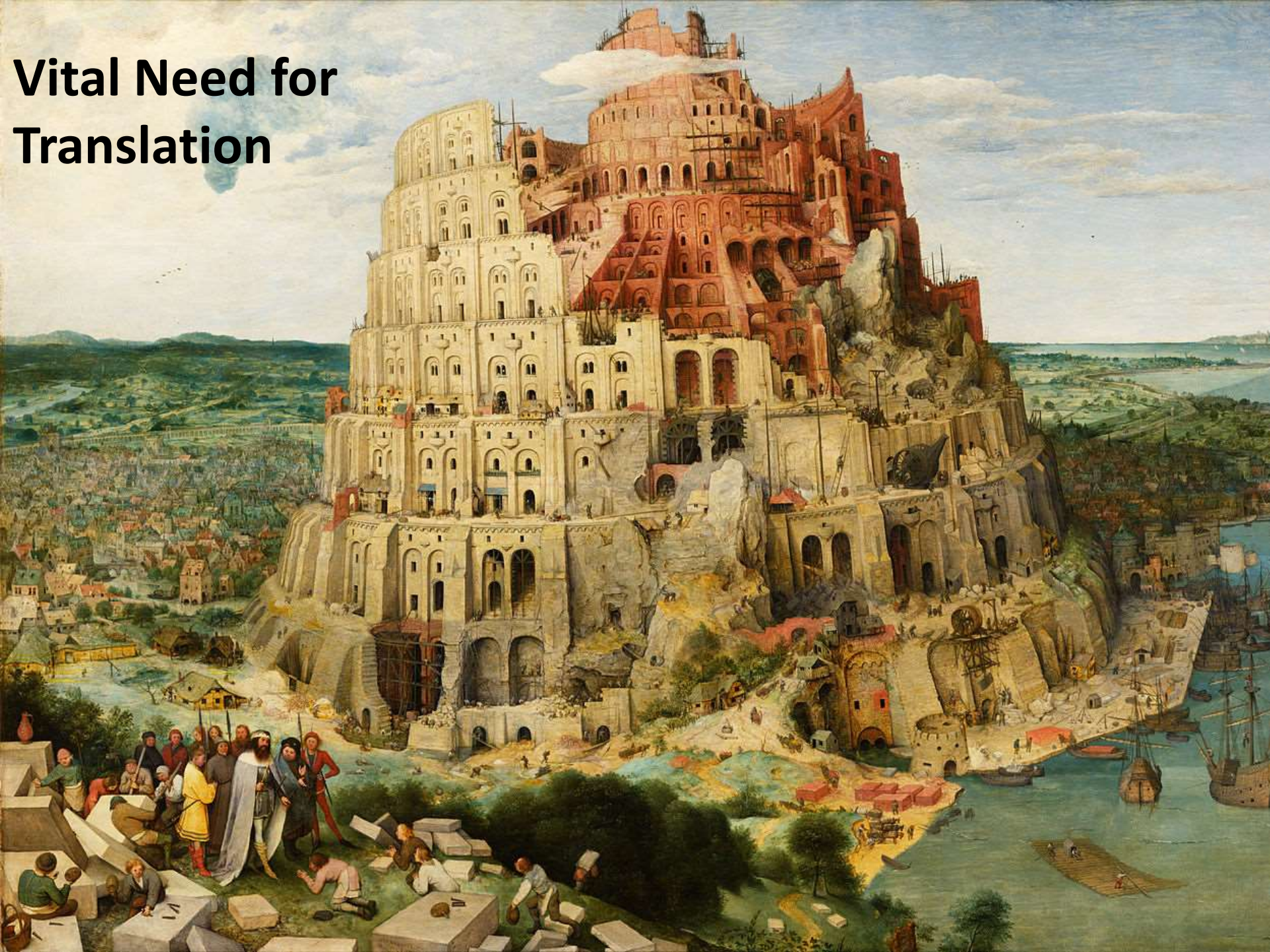


# Making Connections





# Vital Need for Translation





# Where does Tourism Potential Lie?

With World Heritage Sites playing a central, co-ordinated and 'up-front' part of the UK tourist offer

Niche – but extensive - markets with trans-national appeal

As part of thematic networks and routes – existing and created

Harnessing of popular culture as part of engagement and translation

**Thank You**

