

SAVING OUR VANISHING HERITAGE

**Safeguarding Endangered
Cultural Heritage Sites in
the Developing World**

© Global Heritage Fund

**Our heritage sites have survived
thousands of years.**

**If we don't act now,
many will be lost in this
generation—on our watch.**

More than 200 global heritage sites are at risk and in need of immediate intervention to stem **irreparable loss and destruction.**

Of these, 40 to 50 are in need of immediate emergency rescue and only a handful are considered stable.

The years spanning 2000 to 2009 have been highly destructive—**one of the most damaging decades in recent history** except for periods of major war and conflict.

Five man-made threats are the cause of 90 percent of the loss and destruction of global heritage sites.

The global community can reverse this escalating crisis

through satellite-based site monitoring, proper planning and training, performance-based management, scientific conservation, community-based development, and private-public partnerships—all **within our reach and requiring minimal investment.**

Skyrocketing international and domestic mass tourism is

one of the most destructive forces facing our global heritage sites,

and few developing countries are equipped to manage the numbers.

Global heritage sites should be recognised as a core asset in the achievement of UN Millennium Development Goals (MDGs) to alleviate poverty on this planet; **they are the necessary economic engines for local and regional development.**

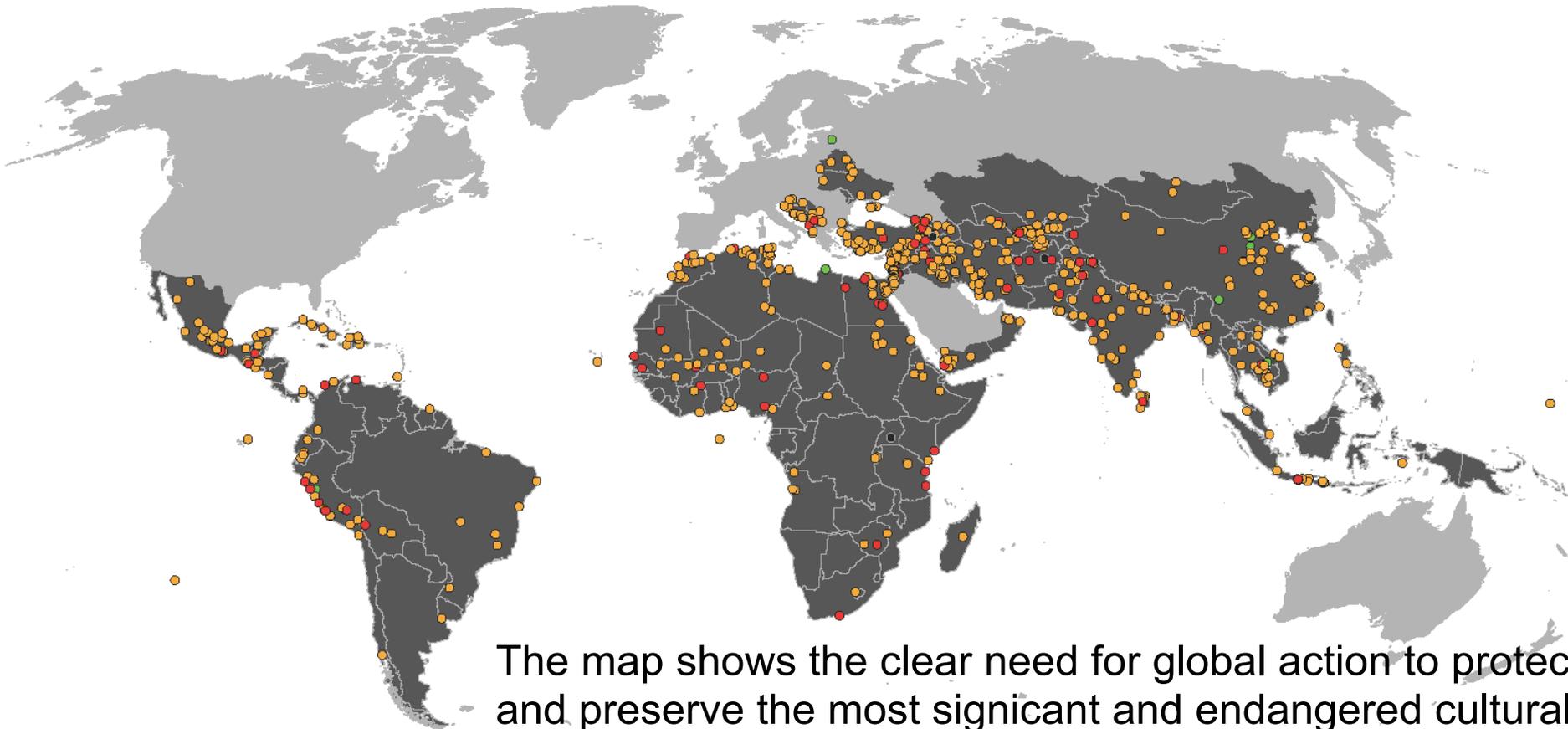
“Over the past decade, we have seen a welcome new trend evolving, mainly in developing countries.

I am speaking about culture as an economic driver:

a creator of jobs and revenues; a means of making poverty eradication strategies relevant and more effective at the local level.”

UNESCO Director-General Irina Bokova

Global Heritage Sites in the Developing World



GLOBAL HERITAGE SITES

- Destroyed
- Rescue Needed
- At Risk
- Stable

The map shows the clear need for global action to protect and preserve the most significant and endangered cultural heritage sites located in the developing world.

Nearly 100 are in need of emergency rescue efforts while hundreds of others are at risk.

While China's largest sites are considered stable as the country has vast financial and human resources for preservation, many sites are becoming more at risk due to mass domestic tourism and development pressures.

Countries of the World by Economic Status

- Developing world countries include low income (\$975 or less), and lower middle income (\$976–\$3,855).
- Advanced economies include upper middle income (\$3,856–\$11,905), and high income (\$11,906 or more).

These definitions are based on World Bank Income Groups where economies are divided according to 2008 GNI per capita, calculated using the World Bank Atlas method.

Sources: Global Heritage Network (GHN); Per Capital Gross National Income (GNI); The World Bank, 2008.

Around the world, there are more than 500 major archaeological and cultural heritage sites in developing countries and regions where per capita income is under US \$3-5 a day.

Fewer than 80 of these heritage sites are designated

UNESCO World Heritage,

leaving hundreds of others without international recognition or support.



Development Pressures: Encroaching urban development at Giza, Egypt. Photo: H. K. Tang



War and Conflict: In 2006–2007 the Al-Askari Mosque in Samarra, Iraq, was destroyed by bombing. Photo: AP

The \$100 Billion Opportunity

- By 2025, global heritage sites can be a \$100 billion a year opportunity for developing countries if a worldwide effort is made for their preservation and responsible development.
- Over 50 global heritage sites today each have annual revenues of over \$100 million, up from a fraction of that number 20 years ago.

- Worldwide tourism to global heritage sites is increasing 8 to 12 percent per year on average, according to United Nations World Tourism Organization (UNWTO), with many sites doubling or tripling in visitation and revenues every 10 years.
- Beyond their economic value, global heritage sites represent humankind's history, societal development, and scientific progress. The sites also signify great development potential today.

Global heritage sites represent the future as well as the past.

They are one of the most important economic assets of sustainable development for poor nations and their people.

Women and children—the focus of so much of the developed world's \$200 billion annual giving in global aid—benefit directly from the long-term jobs, income, new infrastructure, and social investments possible around heritage sites.

**Global heritage should
be a core strategy for
international
development.**

In many developing countries, global heritage sites now generate more foreign exchange revenue than other industries including mining, logging, and agricultural exports.

An estimated one-third of all international tourism is related to visiting cultural heritage sites.

Global heritage sites should be embraced as a core component of international development, since investment in the protection and conservation of heritage sites is closely correlated with economic growth and improved standards of living.

Success in tourism seems to have contributed to stability and peace in many conflict-prone regions.

Global heritage sites are important contributors to local and national identity and pride, and act as critical links to show our common history and progress.

Despite the opportunities presented by global heritage sites, funding for their preservation remains anemic.

The annual operating budget for the UNESCO World Heritage Centre is less than \$5 million as of 2009; **this is not enough to adequately oversee the protection and conservation of the 911 natural and cultural heritage properties as per the World Heritage Convention regulations.**



Unsustainable Tourism: Visitors at Giza, Egypt, swarm uncontrolled over ancient monuments. Photo: Sjored Ten Kate



In sufficient Management: Bolivia's Akapana Pyramid may lose its UNESCO World Heritage status due to inappropriate restoration. Photo: Carla Windsor

The Five Primary Man-Made Threats

The report *Our Vanishing Heritage*, by the Global Heritage Fund identifies five primary threats to humanity's cultural heritage in developing countries:

1. Development Pressures
2. Unsustainable Tourism
3. Insufficient Management
4. Looting
5. War and Conflict.



Looting: In Iraq, poor villagers turn to looting as one of the only means of income. Photo: Getty Images

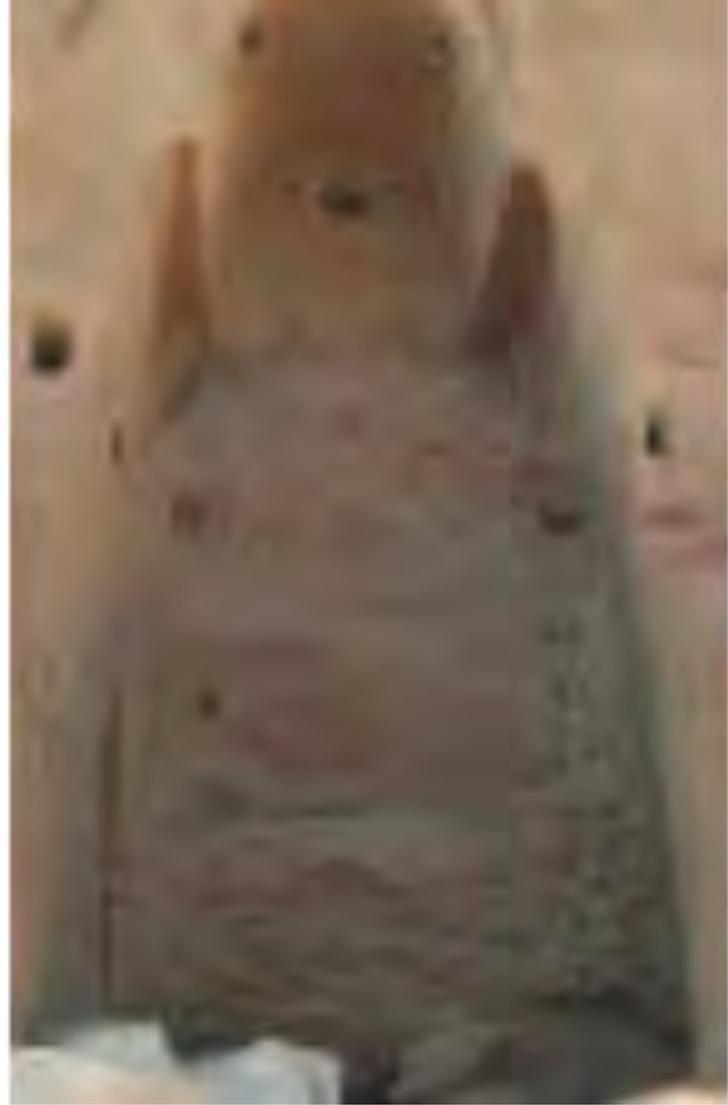
Today, human activity is the greatest danger to the world's cultural heritage, far exceeding the combined threats of floods, earthquakes, and climate change.



2000 - BANTEAY CHHMAR, CAMBODIA

Half of the bas-reliefs of the exceptional Avalokitesvaras from the site's west gallery were recovered after looters stole a 30-metre section from the southern wall.

Photo: GHF



2001 - BĀMYĀN BUDDAHS, AFGHANISTAN

Despite international protest, this UNESCO World Heritage Site was destroyed by the Taliban government with cannons and explosives leaving a gaping hole in the ancient grottos.

Photos: Jeff Werner (left); Carl Montgomery(right)



2003–present - SUMERIAN ARCHAEOLOGICAL SITES , SOUTHERN IRAQ

Hundreds of major archaeological sites in Southern Iraq continue to be victim to massive looting even today.

Photo: Italian Forces courtesy of Joanne Farchakh-Bajjaly



2005–present - LÌJIĀNG ANCIENT TOWN, CHINA

Mass tourism and resulting commercialisation threaten the universal values of Lijiang in Yunnan as an authentic UNESCO World Heritage site.

Photo:Flickr Creative Commons

Sites worldwide are being cleared for modern development, while others are suffering from mismanagement and damage due to mass tourism.

Over the past decade, cultural sites have been damaged in armed conflict and civil strife, and others, due to lack of prevention funding, have been destroyed by natural disasters.

Much of this loss can be controlled through better planning, community involvement, and management, but these are often missing in countries where the need is greatest.



2006 - JOLFĀ-YE NAKHJAVĀN CEMETERY, AZERBAIJAN
Between 1998 and 2006 Azeri Army units systematically destroyed this exquisitely carved stone Armenian cemetery in a few weeks.

Photo: Global Voices



2008 - HASANKEYF, TURKEY

This 10,000-year-old culture will be drowned under the new dam project.

Photo: Epoch Times



2010 - NATIONAL PALACE, HAITI

Poor construction and a massive earthquake destroyed the National Palace and all of Haiti's heritage sites in Port-au-Prince, the capital.

Photo: Talea Miller



2010 - OLD KĀSHÍGÉ'ĚR, CHINA

Demolition of Old Kāshígé'ěr is part of the government's project to guard against earthquakes and will relocate over 50,000 people.

Photo: Gaia

The 21st century began inauspiciously with the destruction of Afghanistan's Bāmiyān Buddhas in one afternoon by cannon fire and explosives.

Today, our most sacred and ancient sites—Machu Picchu, Angkor, Petra—are being overrun by mass tourism, with millions of people crawling over fragile archaeological ruins.

How long can these irreplaceable ancient sites last?

While tourism to global heritage sites is exploding, funding for heritage preservation remains anemic.

Empowering local communities to be the stewards of their global heritage sites is critical.

Many global heritage sites are located in natural protected areas and are inhabited by the descendants of those who built them.

Local communities will always be the best stewards of their natural and cultural heritage, and the cultural heritage sites provide the economic engine which enables larger-scale nature conservation.

Like endangered species, many archaeological and cultural heritage sites are on the verge of extinction. They are an irreplaceable and finite resource.

Without action to protect them now, accelerating economic pressures will end this long history.

Once they are gone—they are gone forever



Uncontrolled tourism allows millions of visitors to climb on the fragile ruins at Angkor Wat, Cambodia.

Photo: Vincent Wu



Famagusta, North Cyprus - A modern bank constructed in the heart of the Old Famagusta historic district is just one of many encroachments impacting the authenticity and universal value of this priceless ancient city.

Photo: GHF



Chersonesos, Ukraine.

Photo: Chris Cleere



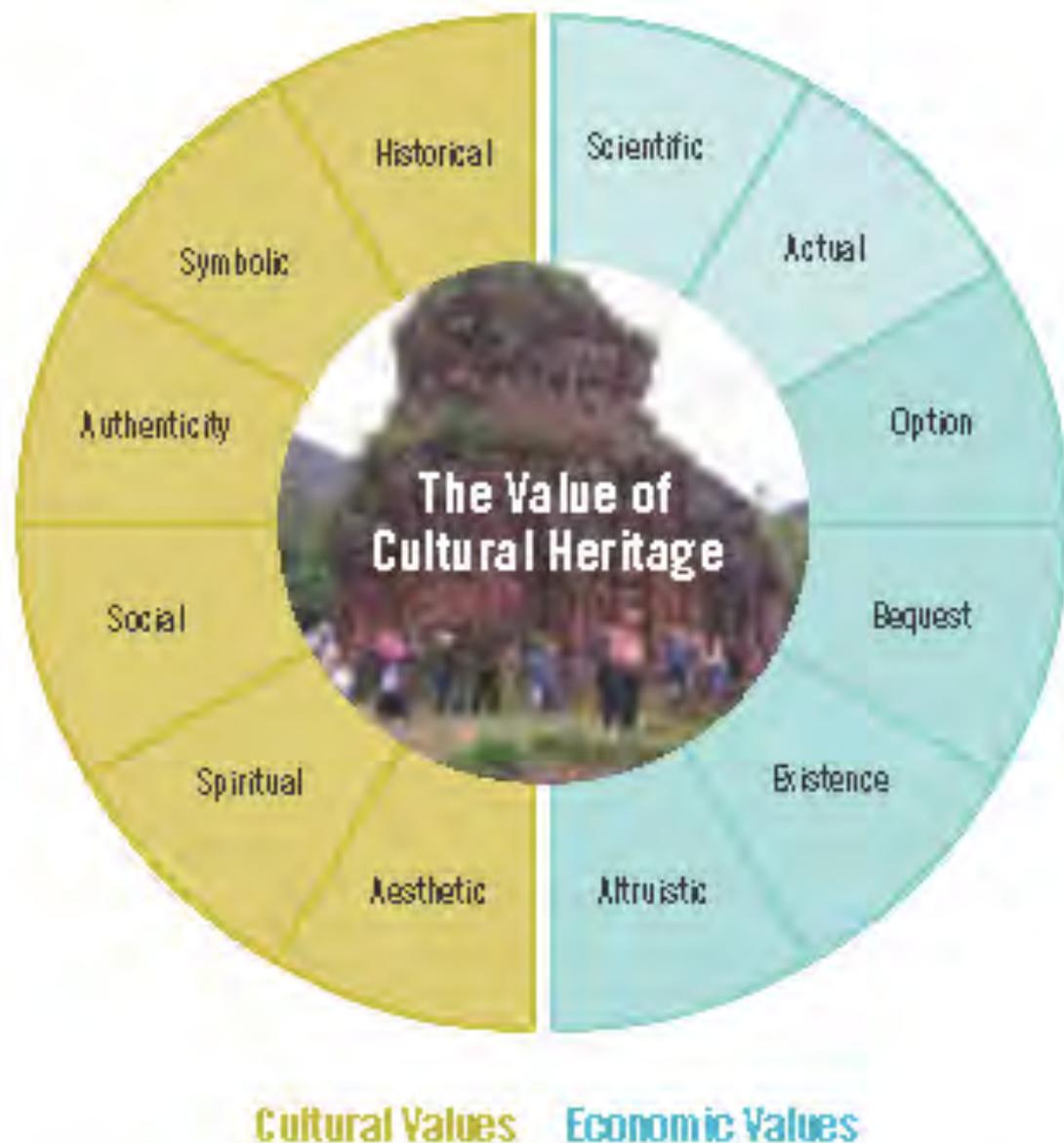
Palace of Sans Souci, Haiti.

Photo: Le Korriqan

Major archaeological and cultural heritage sites represent the foundations of human society and provide the best examples of the historical and cultural development of humanity.

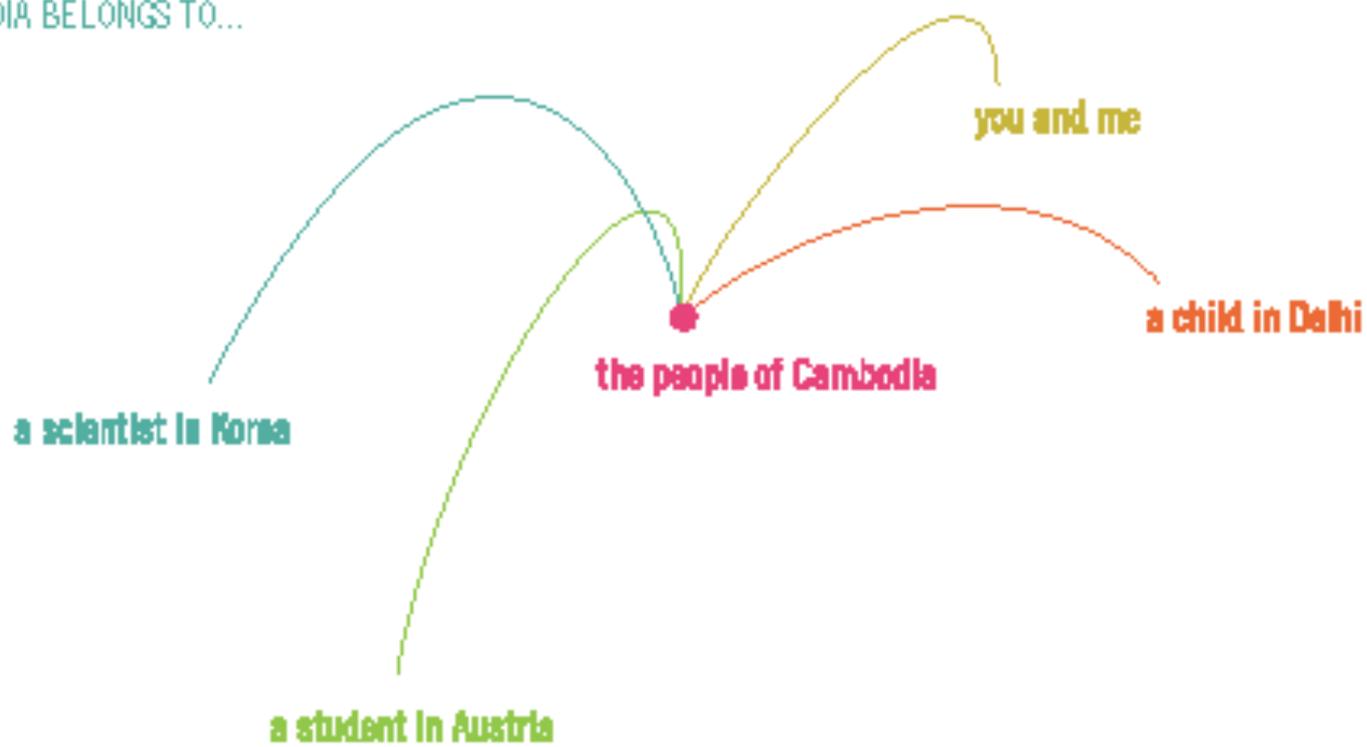
They are also engines for economic development which can alleviate poverty and improve living conditions at the local and national levels.

The Values of Heritage—Cultural and Economic



Adapted from Zhang, Yan, "Rethinking Cultural Heritage," (2009).

A SITE IN CAMBODIA BELONGS TO...



... GLOBAL HERITAGE IS FOR ALL OF HUMANKIND.

Principal Threats to Heritage

Threat 1. Development Pressure

Instead of being conserved for future generations, ancient cities and buildings are torn down to make way for modern infrastructure.

Major archaeological sites are neglected and strangled by poorly planned commercial development, destroying precious heritage and viewscales critical to their integrity and authenticity.

Principal Threats to Heritage

Threat 1. Development Pressure

In preparation for the 2008 Beijing Olympics, many square kilometres of historic neighborhoods surrounding the Forbidden City were razed for skyscrapers and hotels,

altering forever the architectural fabric of the nation's capital.

Principal Threats to Heritage

Threat 1. Development Pressure



Beijing, China. A Chinese woman rests beside her halfdemolished home in a narrow hutong lane of oldfashioned courtyard houses in Beijing. The demolished homes are among thousands leveled for the Beijing 2008 Olympics.

Photo: Goh Chai Hin/AFP/Getty Images

Principal Threats to Heritage

Threat 1. Development Pressure

In Cuzco, Peru, the oldest continuously inhabited city in the Americas, the construction of hotels and other urban developments **continues to threaten the city's distinctive blend of Incan and colonial architecture.**

Principal Threats to Heritage

Threat 1. Development Pressure

In Saudi Arabia, a ring of new skyscrapers now surrounds the religious pilgrimage site of Makkah, with some buildings more than 100 stories high.

Inside al-Masjid al-Ḥarām is al-Ka‘bah, toward which the Muslim faithful worldwide face when in prayer.

The Qiša, an 18th century Ottoman castle formerly facing the Grand Mosque, was demolished recently to make space for new modern hotels.

Principal Threats to Heritage

Threat 1. Development Pressure



Historic Makkah, Saudi Arabia. The area surrounding the religious pilgrimage site hemmed in by skyscrapers, and 95 percent of millennium-old buildings have been demolished in the past two decades.

Photo: skyscrapers.com

Principal Threats to Heritage

Threat 1. Development Pressure

In Iraq, during the 7th century BC, the ancient site of Nineveh was the wealthy capital of an empire stretching from the Nile Valley to the Caucasus Mountains.

More recently, Nineveh has lost nearly half of its core archaeological area to illegal development.

“There is very little left of Nineveh now because of the encroachment,”

said **Muzahim Hussein**, Director of Antiquities in Nineveh Province, in a 2009 interview with ***The Christian Science Monitor***.

The modern city which has sprung up within the ancient walls dooms the layers of civilizations



Nineveh, Iraq - A whole swath of the central portion of this ancient walled city has been encroached upon by development.

Photo: GHN and Digital Globe

Principal Threats to Heritage

Threat 1. Development Pressure

In many cases, illegal encroachment can irrevocably damage a sacred site's integrity and authenticity—key heritage values—in just a few years.

Instead of making new development compatible with ancient cities and historic districts, governments are razing old sites to make way for modern infrastructure.

Principal Threats to Heritage

Threat 2. Unsustainable Tourism

In the past 10 years, rapid growth in international and domestic tourism has engulfed our most significant and fragile global heritage sites.

Despite attracting hundreds of thousands of visitors, these sites have received little financial support from tour operators, hotels, and other users of these assets for heritage conservation.

Many heritage sites are being “cash-cowed” without reinvestment of tourism proceeds in the heritage asset’s long-term protection and sustainability.

Principal Threats to Heritage
Threat 2. Unsustainable Tourism

As UNESCO official **Alonso Addison** writes in his book ***Disappearing World***,

“The temptation to capitalise on the visitors all too often proves irresistible to developers resulting in hotel resorts, golf courses...and noisy and overcrowded car parks.”

Principal Threats to Heritage

Threat 2. Unsustainable Tourism

Travel writers from ***Lonely Planet*** to ***National Geographic*** are now urging readers to visit some of the earth's great gems before they are inscribed on the UNESCO World Heritage list.

The reason: inclusion in the list is known to degrade the visitor experience.

***Newsweek's* July 2009 article 'To List or Not to List? Choosing Development over World Heritage' notes that while plenty of countries still strive to earn World Heritage status and reap the benefits of the resulting tourism boom, some are beginning to question the honor's long-term value.**

Principal Threats to Heritage

Threat 2. Unsustainable Tourism



Giza, Egypt - During peak hours at the Pyramids, thousands of visitors cram fragile areas and climb on ancient structures, with some tourists even engraving their names in the ancient stones.

Photo: Christine K.

Principal Threats to Heritage

Threat 2. Unsustainable Tourism

The impacts of mass tourism can be dramatic, and in some cases irreversible.

In Egypt, inside the tombs in the Valley of the Kings at Luxor, evaporated sweat and moisture from tourists eats away at burial chamber walls. During peak hours at the Pyramids, thousands of visitors cram fragile areas and climb on ancient structures, with some tourists even engraving their names in the ancient stones.

Principal Threats to Heritage

Threat 3. Insufficient Management

A poorly conserved site can often be attributed to the lack of a management plan and inadequate resources for maintenance, monitoring, or enforcement.

Low morale due to inadequate funding, limited education about the importance of maintaining heritage assets, and cultural preferences which favor other objectives over site management can also adversely affect the condition of a site.

For example, a site may become neglected because it is associated with a religion which is no longer present or dominant.

Principal Threats to Heritage

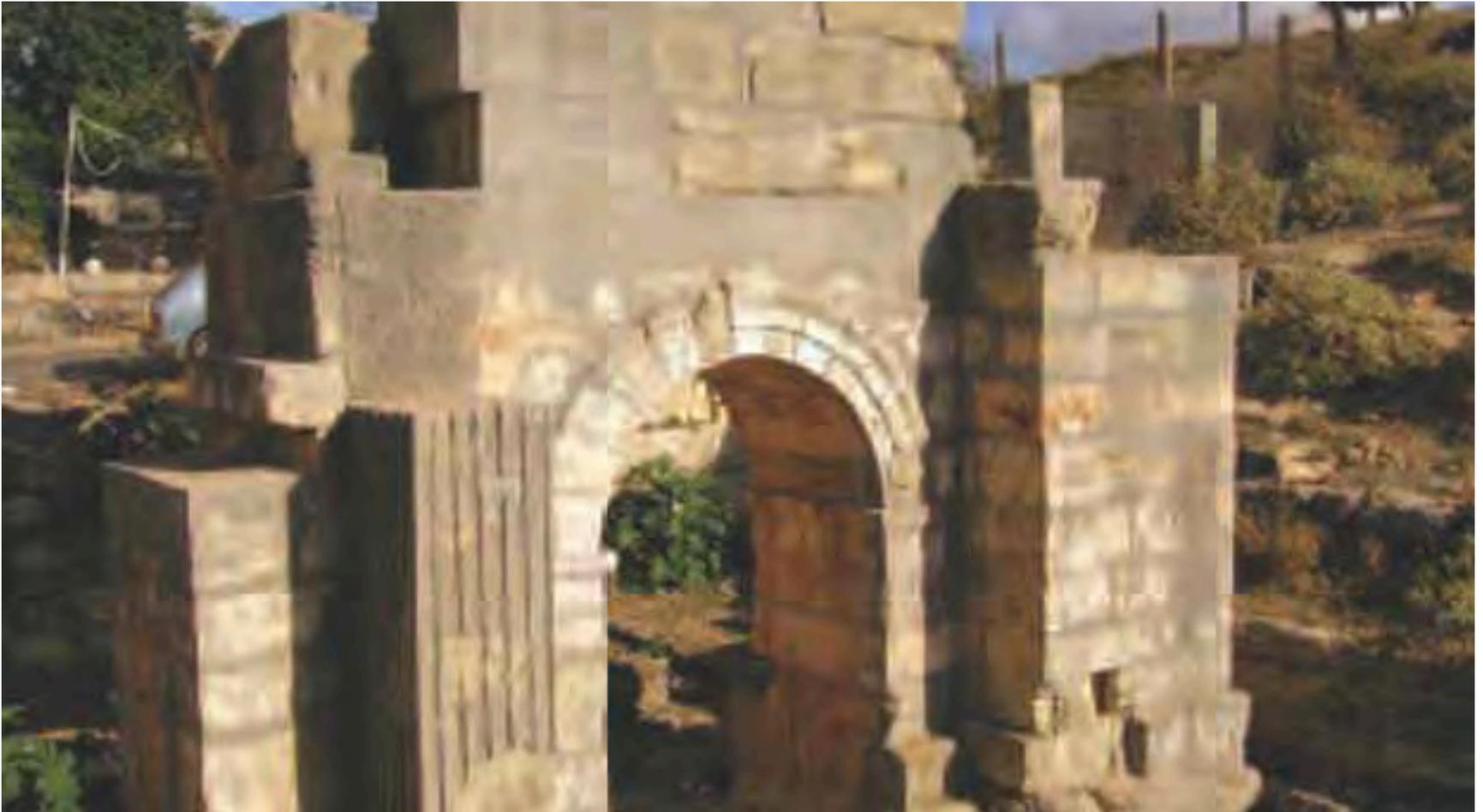
Threat 3. Insufficient Management

Insufficient expertise can often lead to unscientific restoration, one of the most debilitating threats to heritage.

Here there may be a management plan and available funds, but the restoration is not conceived, supervised, or implemented by skilled professionals, and the actual result is the loss of some or all of the cultural integrity which defined the site's original character and value.

Principal Threats to Heritage

Threat 3. Insufficient Management



Cyrene, Libya, a UNESCO World Heritage Site - Portland cement and rebar is used to patch together ancient monuments even today. Inappropriate reconstructions and unauthentic restorations for tourism are one of the most severe causes of loss and destruction to global heritage sites.

Photo: GHF

Principal Threats to Heritage

Threat 3. Insufficient Management

A common practice in many global heritage sites is the artificial large-scale reconstruction of an archaeological ruin for tourism using cement and metal bars.

Few sites restored for tourism use appropriate archaeological practices to reflect the scientific record.

In many heritage sites, what you see today is a fictional representation of an archaeological site, not an authentically preserved ruin.

Principal Threats to Heritage

Threat 3. Insufficient Management

Despite the *Venice* and *Burra Charters* and decades of work by **ICOMOS**, **UNESCO**, and others, aggressive restorations such as the over-reconstruction of **Akapana Pyramid** in Ecuador and that of **Tiwanaku** in Bolivia continue.

While discreet use of modern materials can prolong the life of heritage sites without jeopardising their authenticity, **unscientific reconstructions are often the norm in countries which want to rapidly promote tourism.**

Principal Threats to Heritage

Threat 4. Looting

Looting involves the illegal removal of relics from a cultural heritage site. It is an age-old threat but remains a current and highly destructive 21st century problem in many countries including Cambodia, Egypt, Jordan, Syria, Turkey, Guatemala, and Peru.

Principal Threats to Heritage

Threat 4. Looting

In the 2005 report *Heritage@Risk*, the **International Council on Monuments and Sites (ICOMOS)** notes that “in many countries archaeological sites continue to be plundered by illegal excavations, and the illicit traffic of works of art represents a continuous loss of cultural goods which from a preservation perspective should be preserved on their original site. Not only paintings, sculptures and the artifacts of cult sites are being decimated in many countries through theft, but art monuments are actually being destroyed in order to gain fragments for the market: temple complexes are being looted, sculptures decapitated, frescoes cut up.”

Principal Threats to Heritage

Threat 4. Looting

Looting occurs in both developed and developing countries, flourishing where there is corruption and weak law enforcement by police, customs officials, and site management personnel.

War and conflict often exacerbate looting because of corresponding rises in uncertainty and lawlessness.

After the invasion of Iraq in 2003, volatile political conditions led to looting and lawlessness which is still unleashing devastation upon hundreds of ancient sites across southern Iraq even today.

Principal Threats to Heritage

Threat 4. Looting



Looting at Umm al-Aqarib, Iraq, destroyed the archaeological site of Umma for scientific research and tourism.

Photo: Italian Forces courtesy of Joanne Farchakh- Bajjaly

Principal Threats to Heritage

Threat 4. Looting

In recent years, the **McDonald Institute for Archaeological Research at Cambridge University** has found alarming evidence of widespread vandalism on archaeological sites worldwide.

In a single year, **Turkey arrested 560 looters** for possessing more than 10 000 stolen objects.

Over a period of four years, **Chinese authorities intercepted 110 000 illicit cultural objects**, estimating that at least 4000 tombs were vandalised.

In **Belize, 73% of major Mayan archaeological sites** have been pillaged.

In Peru, an **estimated 100 000 tombs**—over half the country's known sites—have been systematically looted.

Principal Threats to Heritage

Threat 4. Looting

According to the **McDonald Institute**, **the looting of antiquities destroys not only a country's history but also its future**; this is particularly true for poor countries which are the worst affected. Though worldwide trade in looted antiquities has been estimated to be worth billions of dollars, stolen objects usually end up in collections in Europe, North America, and Japan, while looters from local communities receive less than one percent of the final sale price.

Principal Threats to Heritage

Threat 4. Looting

Large-scale looting operations are in process today in many countries including Bulgaria, Jordan, Turkey, Syria, Egypt, Guatemala, and Peru.

Principal Threats to Heritage

Threat 4. Looting



Ayutthaya, Thailand.

Source: Brian Beggarly

Principal Threats to Heritage

Threat 4. Looting

Nimrud, Iraq - A boy proud of his destructive work.

Source:

Joanne Farchakh-Bajjaly



Principal Threats to Heritage

Threat 4. Looting

Countries least able to protect themselves are those most often robbed of their valuable history.

An archaeological site preserves the material traces of history for hundreds, even thousands, of years.

Principal Threats to Heritage

Threat 4. Looting

But when a site is looted, details of provenance and context are irretrievably destroyed.

Traces of history are lost forever, and everyone who is interested in our collective past—from schoolchildren to scholars—is poorer for it.

Principal Threats to Heritage

Threat 5. War and Conflict

Warfare can devastate cultural heritage.

While aerial bombing or battles in a civilian centre may not specifically be aimed at decimating cultural heritage, there is often damage or destruction nonetheless.

Cultural heritage sites are often damaged if they are used for cover or as bases for operations during war or conflict.

Principal Threats to Heritage
Threat 5. War and Conflict



Ctesiphon, Iraq

Source: U.S. Army

Principal Threats to Heritage

Threat 5. War and Conflict

The aftermath of war and conflict can be a power vacuum where lawlessness and looting erupt, making cultural heritage increasingly vulnerable.

By contrast, iconoclasm (“image-breaking”) deliberately targets an enemy’s images, icons, or monuments to demoralise that cultural group and establish political or religious superiority over it.

It is a significant source of cultural heritage loss, from the Bamiyan Buddhas in Afghanistan to the frescoes of eastern European churches.

Principal Threats to Heritage

Threat 5. War and Conflict



The **Kosovo conflict** resulted in the deliberate destruction of many religious buildings.

Photo: Andreas Welch

Principal Threats to Heritage

Threat 5. War and Conflict

A 2007 UNESCO study of over 2000 World Heritage Sites status reports found that nearly one third reported damage which might qualify the site as endangered or threatened.

Human action caused the problem in 83% of these cases, while only 17% involved damage due to natural causes.

As of 2009, 31 World Heritage sites were listed by UNESCO as “in danger.”

The fact that even designated UNESCO World Heritage sites are suffering neglect, damage, and loss suggests the large scale of the global crisis.



Tourist climbing
the ruins of, **Ani,**
Turkey to chip off
fresco fragments
as souvenirs.

Photo: GHF

UNESCO World Heritage: Challenges for the Millennium (2007)

Source: Report Highlights—Threats to Our World Heritage.

Number of Cultural Sites Reporting Loss (1986–2004)

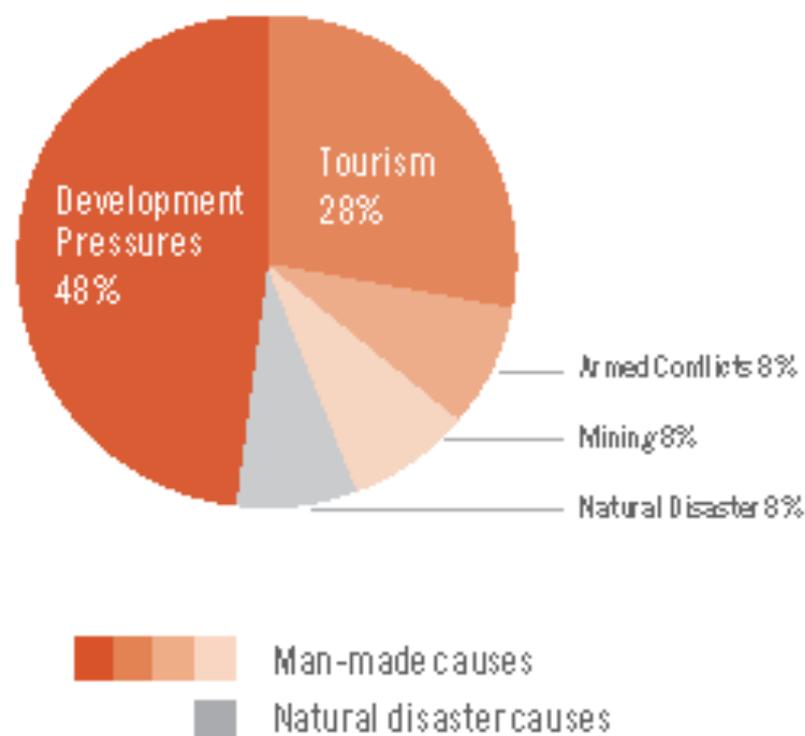
MAN-MADE CAUSES

Development Pressures	54 Sites
Tourism	31 Sites
Armed conflicts	9 Sites
Mining	9 Sites

NATURAL DISASTER CAUSES

Floods	9 Sites
Earthquakes	12 Sites

TOTAL: 124 World Heritage Cultural Sites Affected



In **China**, 70% of the Class 1 or 2 nationally registered Historic Cities have vanished over the last 20 years.

Only four ancient walled cities are intact today versus over 20 in 1960.

Kāshígé'ěr, one of China's last intact ancient cities, will lose over 85% of its historic district by 2012 under current demolition plans.

In **India**, hundreds of major cultural heritage sites—including monuments, temples, mosques, forts, and historic ruins—remain unprotected while the Archaeological Survey of India, the national government management agency, finds itself overwhelmed by conservation challenges.

In **Iraq**, over 3000 square kilometres of major ancient Sumerian archaeological sites have been systematically looted since 2003, including the major sites of **Larsa** and **Umma**, which originate from the earliest periods of human settlement.

Massive looting has not been restricted to conflict zones.

In **Cambodia**, hundreds of thousands of visitors climb over the ruins of Angkor every year causing heavy deterioration of original Khmer stonework.

The nearby sprawl of hotels and restaurants is sapping the region's local aquifer, which has caused the **Bayon Temple's** 54 towers to sink into the ground.



Tourism is uncontrolled allowing millions of visitors to climb on the fragile ruins at **Angkor Wat, Cambodia.**

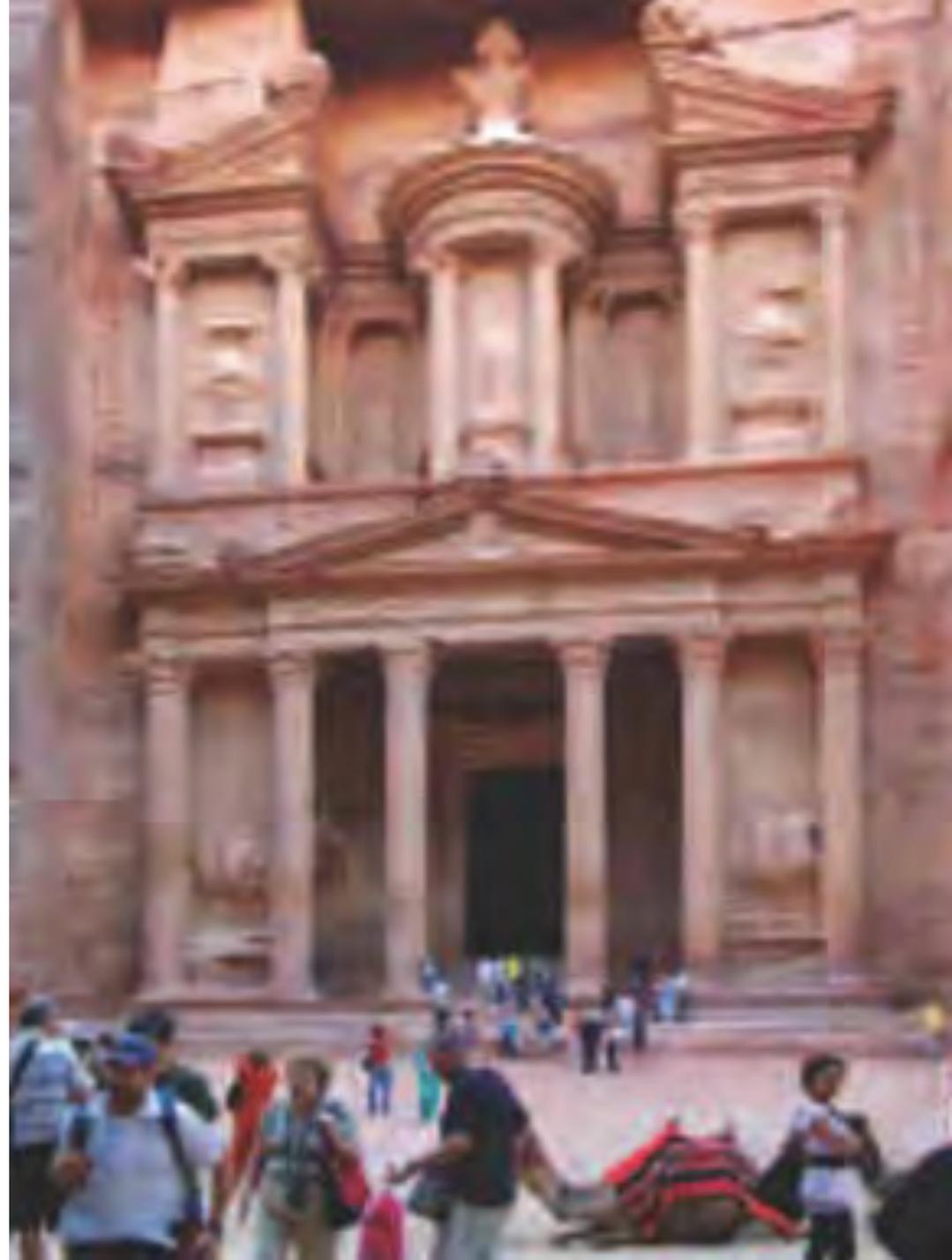
Photo: Paul Stevenson

In **Guatemala**, the entire Peten region has been sacked in the past 20 years and **every year hundreds of archaeological sites are being destroyed by organised looting** crews seeking Maya antiquities for sale on the international market.

In **Peru**, over 2 million people now crowd Machu Picchu every year, up from 300 000 in the year 2000; UNESCO has put the Incan Citadel on a watch list of 10 world sites of **“grave concern (and) urgent problems.”** Northern Peru appears to be a lunar landscape, with thousands of looter trenches spread across hundreds of kilometres.

The Treasury at **Petra, Jordan**, which today has nearly 1 million visitors a year massing through the site with no visitor management or controls.

Photo: Berthold Werner



Heritage assets can be core economic engines—transforming developing economies through sustainable heritage preservation and responsible development.

But due to inaction and lack of resources targeted towards our most endangered sites, we risk losing much of this \$100 billion opportunity.

Unlike extraction industries like mining and logging, heritage can be a sustainable resource, generating long-term income and investment far into the future.

Few other industries offer our lowest-income countries such an untapped opportunity for global development.

By saving our global heritage sites now, we can bring prosperity and hope to millions of people in the most poverty-stricken regions of the world.

The Global Heritage Opportunity

The Economic Value of Global Heritage

Studies over the last decade have identified the five areas where heritage conservation has the most economic impact:

1. Jobs and household income
2. City centre revitalization
3. Heritage tourism property values
4. Small business incubation
5. Multiplier effects in all supply chains.



Tourists to Machu Picchu now exceed carrying capacity of the site on most days, reaching over 2.4 million a year in 2009.

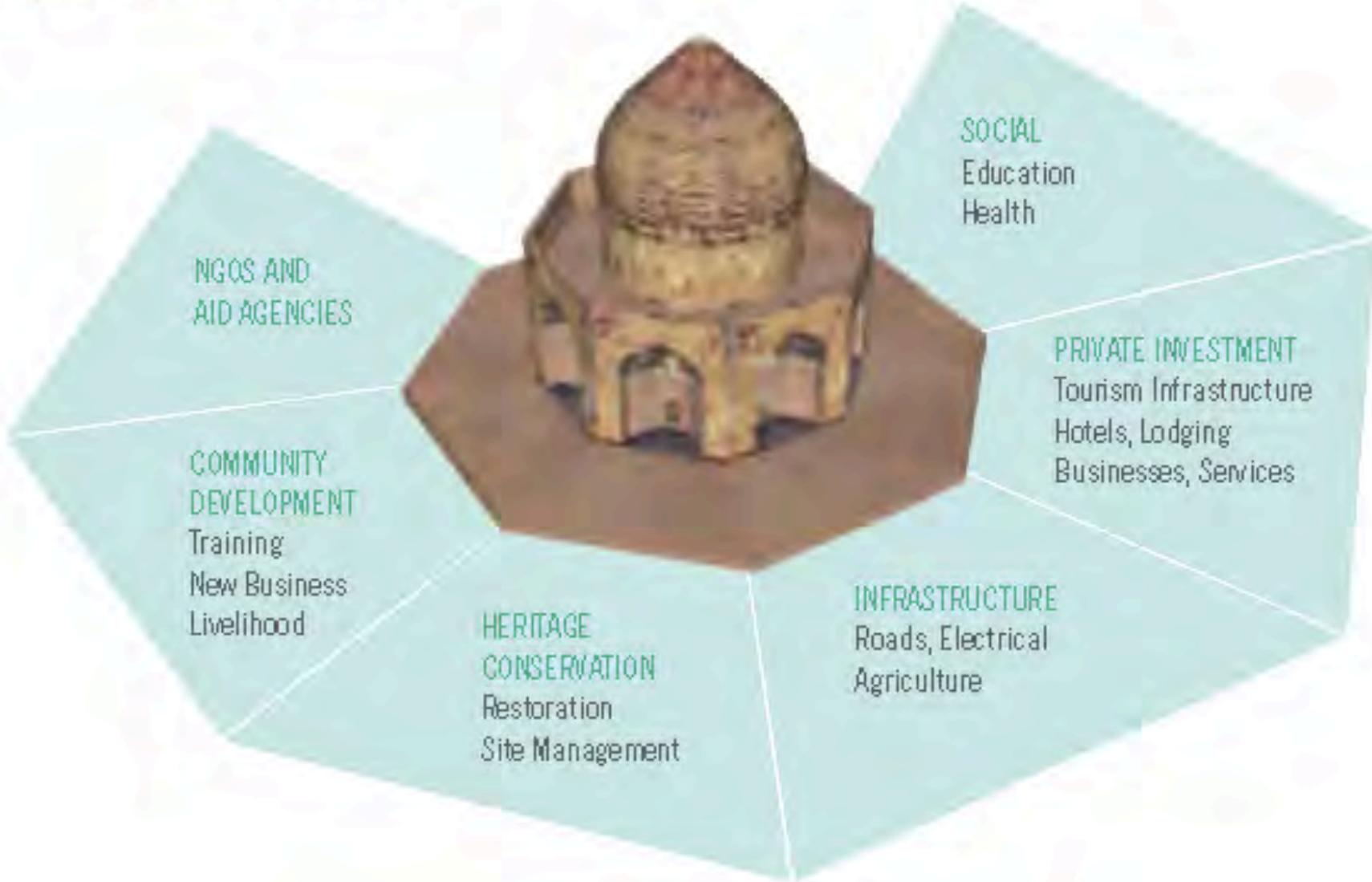
Photo: Stuart Starrs

The local clustering of development activities around heritage sites leads to a broad diffusion of benefits into surrounding communities.

Local residents often experience a renewed appreciation for, and pride in, their local city and its history.

Global heritage should become a core platform for international development strategies.

Global Heritage Sites are Magnets for 'Clustering' for Sustainable Development

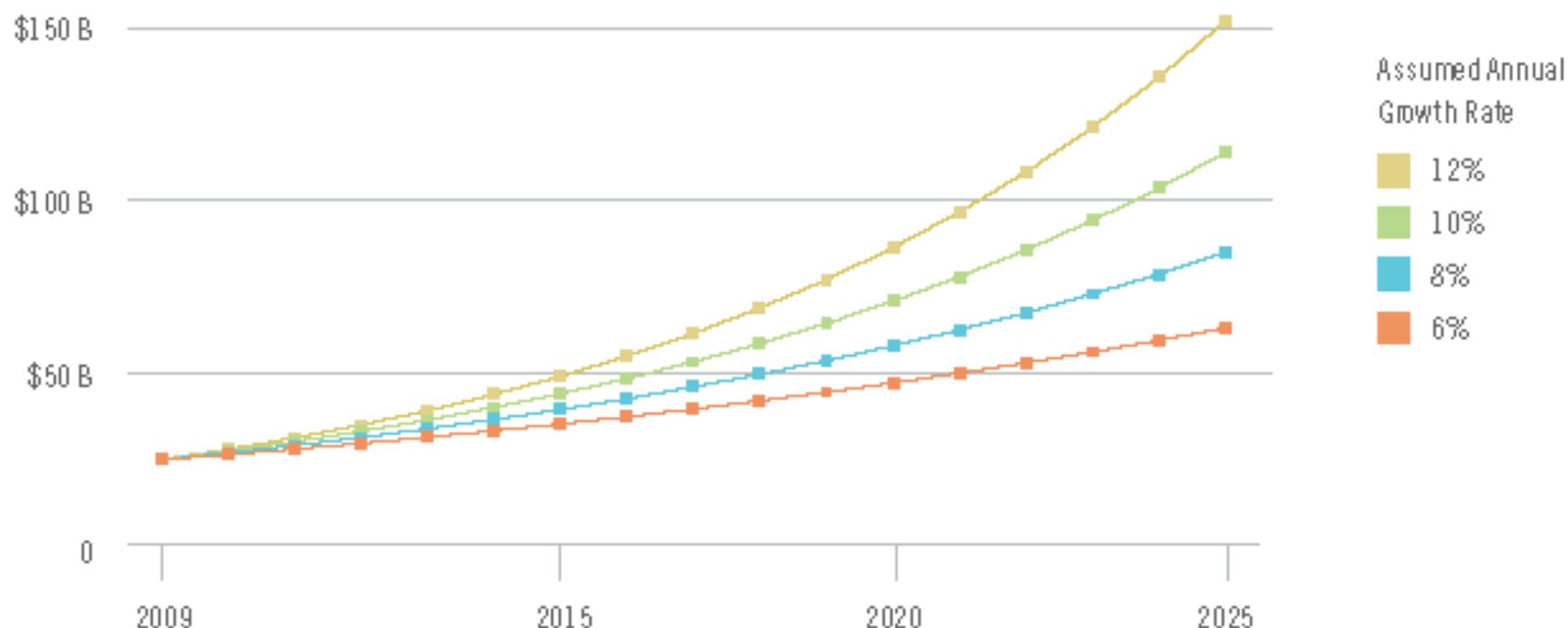


For developing countries, global heritage sites are critical assets for new jobs, income, and diversifying economies.

Tourism is now considered a cornerstone of a strategic development program by many governments, particularly for more impoverished regions with few other options; according to the UNWTO, at least one third of developing countries (including 24 Least Developed Countries, or LDCs) count tourism receipts as their main source of export revenue.

\$100 Billion Dollar a Year Opportunity for the Developing World by 2025

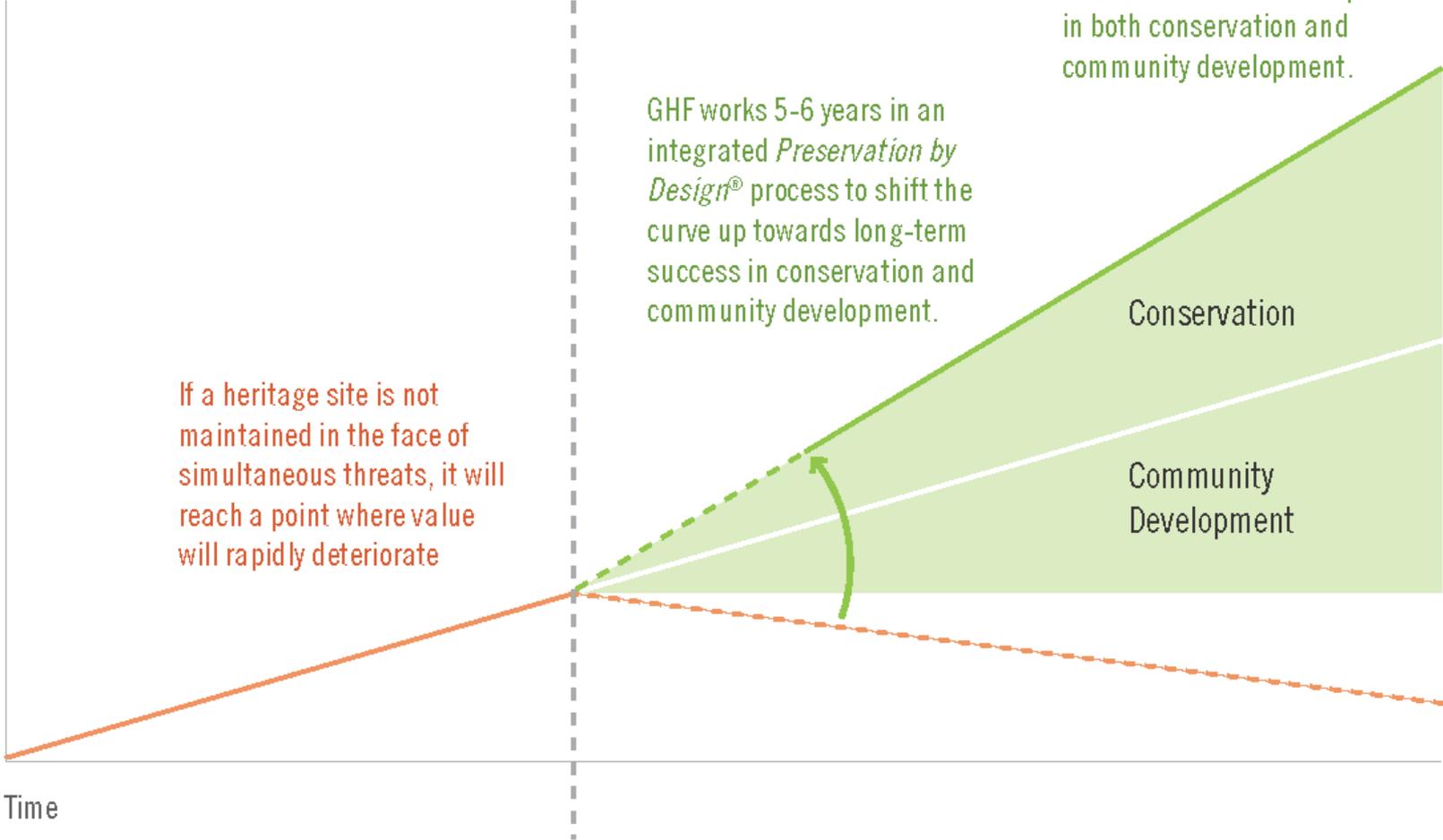
Global Heritage Sites: Total Revenue Potential



Revenues shown in billions of US dollars. Source: Based on Stanford University Economics graduate team analysis by Shwetha Shankar et al, 2010. For details and database of 500 global heritage sites with citations, see www.globalheritagefund.org/vanishing
Note: As we can see from many popular sites even with maturing growth rates, visitation is continuing to double or triple over the last 10 years. Global heritage sites that are just coming onto the international and domestic tourism scene are often growing much faster rates than those that are already well-known (20 to 30 percent a year). For example, Chavin de Huantar in Peru, grew from 12,000 to over 100,000 visitors in 10 years from 2000-2009.

Heritage as an Asset: Conservation and Development

Total Asset
Valuation of
Heritage Site



Cultural heritage tourism is propelled by three driving forces:

- **High value.** Cultural heritage tourists tend to be higher-value customers and tend to spend more, stay longer, and purchase more.
- **Cost effectiveness.** Cultural heritage's unique touristic appeal offers a competitive advantage to many countries, one which can be leveraged from pre-existing domestic resources.
- **Increasing demand.** Demand for tourism to global heritage sites is skyrocketing and is one of the industry's fastest-growing sectors.

For example, as the cradle of civilization **Iraq** has the potential to be the next Egypt, which has a \$3 billion tourism industry.

Heritage tourism to global heritage sites like Babylon, Ur, Hatra, Nineveh, and Ctesiphon has the potential to eventually become the **second most important industry for the country after oil.**

In Guatemala, what is known as the “Tikal Effect” has resulted in the employment of over 40 000 people in and around the archaeological park.

Hundreds of other sites have the potential to become economic engines on the community or regional level.



Over 140 000 visitors a year come to Tikal National Park, generating over \$380 million in revenues in 2009 for poverty-stricken Guatemala. In the last few decades, Tikal has not suffered from looting or wildlife habitat loss.

Photo: Chensi Yuan

Investments in cultural heritage can trigger a process of investment in private property, reversing the downward spiral of devaluation of building stocks. Rehabilitation of historic city centres can support the creation of new enterprise and investment in tourism, one of the fastest growing sectors of the world economy.

UNWTO reports that tourism contributes substantially to reducing poverty and empowering women, youth, and migrant workers with new employment opportunities.

It also helps to revive declining urban areas, open up and develop remote rural areas, and promote the conservation of environmental endowments and cultural heritage.

GHF estimates that the cumulative economic value—contribution to GDP, job creation, regional growth, foreign exchange earnings—of the top 500 global heritage sites is today \$20 billion to \$30 billion annually, while total funding for preservation of these same global heritage assets by governments and international agencies is less than \$400 million to \$500 million (approximately two to three percent of annual revenue).

Heritage is one of the most beneficial investments a country can make. Primary benefits can include:

- Highest foreign exchange revenues of any non-extraction industry
- Highest diffusion of revenues across the regional populations
- Long-term sustainable income generation if the resource is protected
- Limited negative impacts to the environment and health of the population

- Highest growth rates—in cultural heritage tourism—of many industry segments
- Increased investments in infrastructure and social services: health, water, community development
- Greatest opportunities for the involvement of women in such businesses as guiding, crafts, lodging, restaurants, small businesses, and agriculture, including organic farming
- Increased self esteem and reaffirmation of cultural identity

Recommendations

1: Multiply International Private-Sector and Government Funding

Targeted philanthropic, government, and business investments can save our global heritage. A multibillion dollar Global Fund for Heritage is needed to assist the poorest, most vulnerable countries with the most endangered and significant sites. Modelled after the Global Fund for AIDS, the Global Fund for Heritage would be managed by a joint executive board of government and private-sector leaders and donors, including archaeologists and heritage law and policy experts. It would support international experts, provide emergency assistance and technical and financial resources, and secure matching incountry funding. International philanthropy for cultural heritage preservation is barely recognizable on the global giving map.

1: Multiply International Private-Sector and Government Funding

Billions of dollars are available for global nature and wildlife conservation, yet our endangered global heritage is left without institutional support.

GHF estimates that total support from all international heritage conservation groups for global heritage sites in the developing world was less than \$100 million in 2009.

For most global development agencies, private foundations, and corporate responsibility programs, global heritage preservation is seen as a luxury rather than a necessity or core asset in poverty alleviation and development strategies.

Recommendations

1: Multiply International Private-Sector and Government Funding

While international giving is on the rise, it remains less than two percent of total U.S. philanthropic giving, or \$5.2 billion in 2008 versus a total of \$308 billion in philanthropic dollars, according to The Foundation Centre. Less than one percent of total U.S. philanthropic funding today is available for domestic cultural heritage preservation, with philanthropic dollars for all arts, culture and humanities combined representing only 5.2% of overall giving, according to Giving USA. The largest international grant foundations, such as the Gates Foundation, **have no available programs and funding for global heritage preservation or its development.**

Recommendations

1: Multiply International Private-Sector and Government Funding

When the UN Foundation made its \$1 billion pledge to support the United Nations in 1997, it specifically excluded support for cultural heritage conservation, while focusing hundreds of millions on nature conservation.

Even though cultural heritage sites are the main economic engine for tourism and development for poor countries, most funding is devoted to nature and wildlife conservation.

Recommendations

1: Multiply International Private-Sector and Government Funding

The top seven nature conservation NGOs—including Conservation International (CI), Fauna and Flora International (FFI), the Nature Conservancy (TNC), the Wildlife Conservation Society (WCS), and the World Wildlife Fund (WWF)—fund over \$500 million a year for the developing world. Meanwhile, the top seven NGO funders of cultural heritage—the UNESCO World Heritage Fund, the World Monuments Fund (WMF), the Aga Khan Trust for Culture, the Getty Conservation Institute (GCI), and the Global Heritage Fund (GHF)—**fund less than \$40 million annually, a 12:1 ratio.** The successful strategies designed and implemented by nature conservation organizations should be assessed and explored by international heritage conservation groups.

Recommendation

2: Reinforce Our Global Institutions

Global institutions for heritage preservation in developing countries are grossly underfunded.

Supplemental funding from other governments is meager, relative to the enormous potential return on investment.

UNESCO World Heritage has made incredible progress to protect our world heritage and increase the visibility of the crisis, despite being hampered by meager resources.

Even fewer resources are available for the hundreds of global heritage sites without international recognition.

2: Reinforce Our Global Institutions

ICOMOS, a volunteer network of 9 000 professionals with a worldwide budget of less than \$2 million, is a primary technical advisor to UNESCO on World Heritage sites.

ICOMOS was founded in 1965 as a result of the Venice Charter of 1964 and, with rare exception, each member must be a qualified practitioner in the field of heritage conservation

2: Reinforce Our Global Institutions

ICOMOS's Heritage@Risk report is an important contribution consisting of expert host country testimonials.

Both these organizations—UNESCO World Heritage centre and ICOMOS—should be reinforced now with critical new funding and a mandate to build the global heritage monitoring and emergency response systems, international expert networks, and local and regional training capabilities needed to carry out their critical work.

Most importantly, both international and national institutions must have the will and ability to uphold and enforce the existing laws which are in place protecting heritage.

Recommendations

3: Increase Global Awareness of the Crisis

Most people think that heritage preservation is the responsibility of governments or the United Nations.

In fact, it is often under-resourced local communities and a handful of site managers who assume this rôle.

Many have extraordinary capabilities and potential. They just need our support.

We need travelers and the tourism industry to get involved in the support of global heritage conservation across the developing world.

Recommendations

4: Promote New Models for Sustainable Preservation and Global Development

New models are needed to better define the economic and cultural value of heritage sites, and to guide effective and efficient conservation investments and practices; promising models are discussed here.

Heritage economics is an emerging field which has developed new tools to deepen understanding of the critical factors inhibiting or supporting sustainable preservation and responsible development.

Conservation outcomes in many cases can be greatly improved with better planning, scientific expertise, better governance, and the leadership of a few key individuals or communities, all of which cost relatively little in financial terms.

4: Promote New Models for Sustainable Preservation and Global Development

There is a critical need for **new models** which can be used to better value heritage in economic and cultural terms.

This better enables decision-making for complex programs—like large historic cities and major archaeological sites—and makes investments on the ground more effective.

4: Promote New Models for Sustainable Preservation and Global Development

One of the more interesting developments in heritage conservation theory revolves around the use of **institutional modelling** as a framework to better understand those complex conditions—often unique to each country and culture—which can directly affect conservation outcomes.

The work of Nobel Prize winning economist **Douglass North** and that of economist **Elinor Ostrom** on **Institutional Economics and Common-Pool Resources (CPR)** provide promising methodologies.

Recommendations

5: Advance Innovative Solutions and Technologies

One of the greatest challenges facing heritage conservation is

the lack of critical baseline assessments, monitoring, and measurement of conservation progress.

Even in developed countries in Europe or North America, there is no standard monitoring system in place to evaluate the current state of conservation of our heritage sites.

Recommendations

5: Advance Innovative Solutions and Technologies

There is much we can do for the field of heritage conservation, which has traditionally been bureaucratic and underserved. Some of the more forward-looking solutions include:

- Building Early Warning and Threat Monitoring Systems
- Creating Internet-Based Expert Collaboration and Training Platforms
- Establishing Archaeological Protected Areas
- Funding Subsidies for Preservation and Responsible Development
- Promoting Sustainable Management Practices
- Integrating Communities and Heritage Preservation

Recommendations

6: Increase Public-Private Partnerships

In the past, most private-sector leaders have shied away from heritage conservation due to its complexity and the heavy involvement of government as the primary party responsible for preservation of global heritage sites and national treasures. Governments in many developing countries have a reputation of being bureaucratic, less effective, and less stable than the private sector.

Recommendations

6: Increase Public-Private Partnerships

But a new breed of private-sector associations between family foundations, business leaders, and corporations has emerged to work in partnership with the public sector to save heritage.

Creating sister site programs between developed and developing countries should also be expanded on an organised global level.

The success of **Chinon**, France's cooperative effort to preserve and responsibly develop

Luang Prabang, Laos, utilised French architects, planners, and heritage preservation experts to help a developing country become selfsufficient in sustainable preservation.