

CONCLUSION
**OF THE EUROPEAN MEETING FOR IMPROVEMENT
OF TOURISM AND VISITOR MANAGEMENT SKILLS,**
Bardejov – Bardejov Spa, Slovakia, 23 - 26 March 2010

The 80 participants from 16 European countries to the European Meeting held in Bardejov, Slovak Republic from 23rd – 26th March 2010

- ❖ Thank Slovakian authorities, the Municipality of Bardejov and the Monuments Board of Slovak Republic for having successfully organised the 5th meeting of the series on the theme of tourism management at world heritage sites in co-operation with UNESCO, World Heritage Centre, IUCN, ICOMOS, ICCROM and other organisations
- ❖ Consider the workshop was highly beneficial to participants. Quality presentations included innovative ideas and contributions that stimulated new thoughts and understanding on approaches to managing tourism in ways that contribute to achieving the Convention's goals; i.e.: sustainable tourism should respect the values of World Heritage.
- ❖ Approve the draft Principles for Sustainable Tourism at World Heritage properties and support their adoption by the World Heritage Committee at its 34th session.
- ❖ Express the wish that the World Heritage Tourism Programme continues to address fully tourism issues at World Heritage sites. Conclusions from the meeting suggest that this should include
 - Developing guidelines for implementing the Principles,
 - Integrating visitor management into every management plan,
 - Producing training materials
 - Launching capacity building programmes for improving tourism management skills.
- ❖ Consider an urgent need that UNESCO, the World Heritage Centre together with the Advisory Bodies to the World Heritage Committee, the interested States Parties, the site managers and involved organisations continue the work on improving tourism management at World Heritage sites in order to tackle the challenges of allying tourism and World Heritage management.
- ❖ Propose that the proceedings of this workshop should be taken as a contribution to future steps of the World Heritage Tourism Programme.