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TOURISM RECOVERY AND RENEWAL AT WORLD HERITAGE SITES: BALANCING SUSTAINABILITY AND RESILIENCY

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The global spread of the COVID-19 pandemic has had devastating, consequential effects on the visitor economies of World Heritage sites. This stark challenge to what had been viewed as a substantial and sustainable form of economic development are causing authorities to rethink what it means to support and invest in tourism promotion, services and infrastructure. This reflection also involves immediate and longer-term climate change and sustainability-driven approaches on how to better address and manage the risks related to adapting or mitigating the economic and climate shocks to tourism systems and supply chains, while improving the local environments, livelihoods and well-being of surrounding communities. This presentation highlights initiatives by multilateral agencies such as UNESCO, the Organization of World Heritage Cities and individual sites that are trying to develop a better understanding of the issues and challenges affecting OWHC member cities stemming from the pandemic's ongoing impacts, and potential approaches to aid in improving the immediate tourism response, recovery, renewal and resiliency approaches, while integrating the necessary longer term thinking and initiatives to deal with pressing sustainability and climate change concerns.

Keywords

World Heritage, Archaeology, Tourism, Recovery, Rejuvenation, Resiliency

Note/comment