

2nd Gansu Dialogue – Sustainable Tourism along the Silk Road

24 - 29 March 2024

Lanzhou, Gansu Province, China



Introduction to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

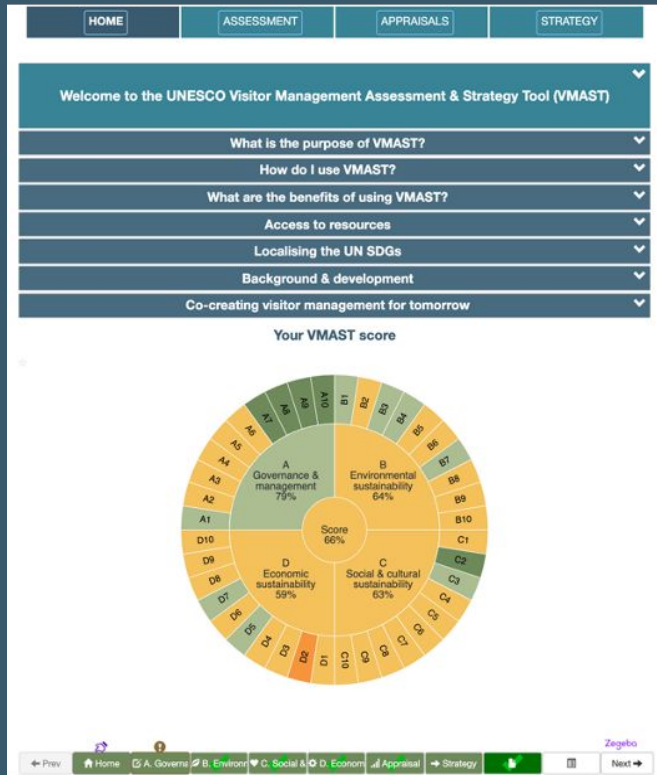
Cecilie Smith-Christensen

World Heritage Catalysis

<https://www.whcatalysis.org>

- UNESCOs Visitor Management Assessment & Strategy Tool

A tool helping WH site management authorities improve visitor management for heritage protection and localisation of the UNSDGs




<p>Goal A</p> <p>Effective governance & visitor management protecting heritage values</p>	<p>Goal B</p> <p>Contribution to environmental sustainability, climate change mitigation & adaptation</p>	<p>Goal C</p> <p>Contribution to inclusive social development & cultural sustainability</p>	<p>Goal D</p> <p>Contribution to inclusive & sustainable economic development</p>
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- Monitoring
- > Improved understanding
- Budgeted activities
- > Feasible ambitions
- Communication
- > Improved outreach
- Capacity development
- > Strengthened capacities
- Collaboration
- > Increased impact



A tool ahead of time




unesco
World Heritage Convention

Help preserve sites now! Explore UNESCO English Login

Our expertise The List Activities Partnerships Publications

Visitor Management Assessment & Strategy Tool (VMAST)

The Visitor Management Assessment & Strategy Tool (VMAST) is a new addition to the UNESCO World Heritage Sustainable Tourism Toolkit and complements and integrates the 'How to' guides. VMAST is specifically developed within the context of the UNESCO World Heritage Convention (1972) to help site management authorities manage visitation and tourism for the protection of heritage values while contributing towards local sustainable development, adaptive and resilient communities.



A Governance & management
B Environmental sustainability
C Socio-cultural sustainability
D Economic sustainability

Score 0%

Use VMAST for adaptive and proactive management
VMAST for World Heritage sites is a useful tool in the management of all sites attracting visitors and tourists. Developed as a self-assessment and strategy development tool for site management authorities.

Establish your management baseline and monitor progress
Know where you are before you decide where to go. VMAST helps you assess how you achieve essential governance and visitor management indicators, and contribute towards



- ★ Complementary
- ★ Voluntary
- ★ For internal use (not reporting)
- ★ Proactive, responsive management
- ★ Free
- ★ Data

VMAST



HOME ASSESSMENT APPRAISALS STRATEGY

Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

- What is VMAST?
- How do I use VMAST?
- What are the benefits of using VMAST?
- Access to resources
- Localising the UN SDGs
- Background & development
- Co-creating visitor management for tomorrow
- Terms of use

Your VMAST score

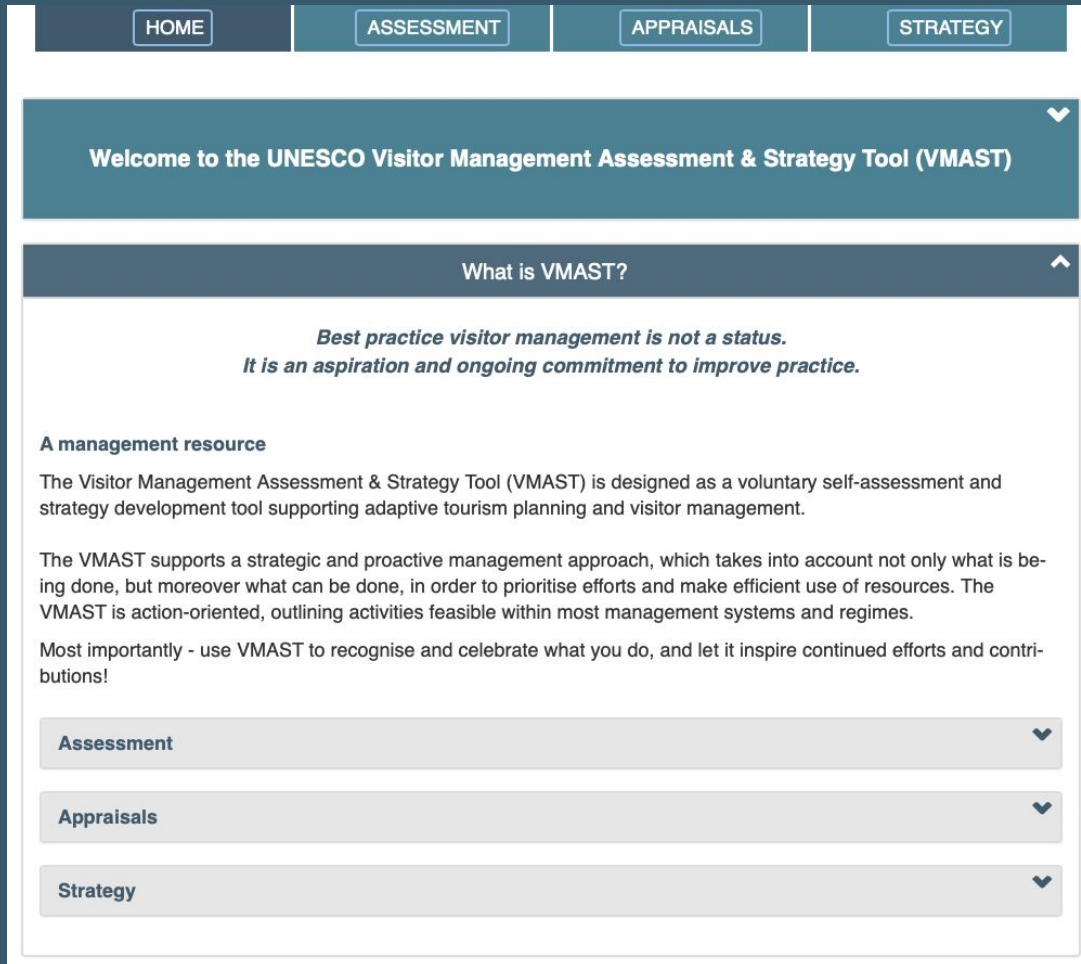
☆

HOME	ASSESSMENT	APPRAISALS	STRATEGY
<i>A. Governance & management</i>	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability

➤ VMAST “wheel”

➤ Navigation

What is VMAST?



The screenshot shows the VMAST website interface. At the top, there is a navigation bar with four buttons: HOME, ASSESSMENT, APPRAISALS, and STRATEGY. Below the navigation bar is a teal header with the text "Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)". Underneath is a dark blue header with the text "What is VMAST?". The main content area features a quote: "Best practice visitor management is not a status. It is an aspiration and ongoing commitment to improve practice." Below the quote is a section titled "A management resource" with a paragraph of text. At the bottom, there are three grey buttons with dropdown arrows: "Assessment", "Appraisals", and "Strategy".

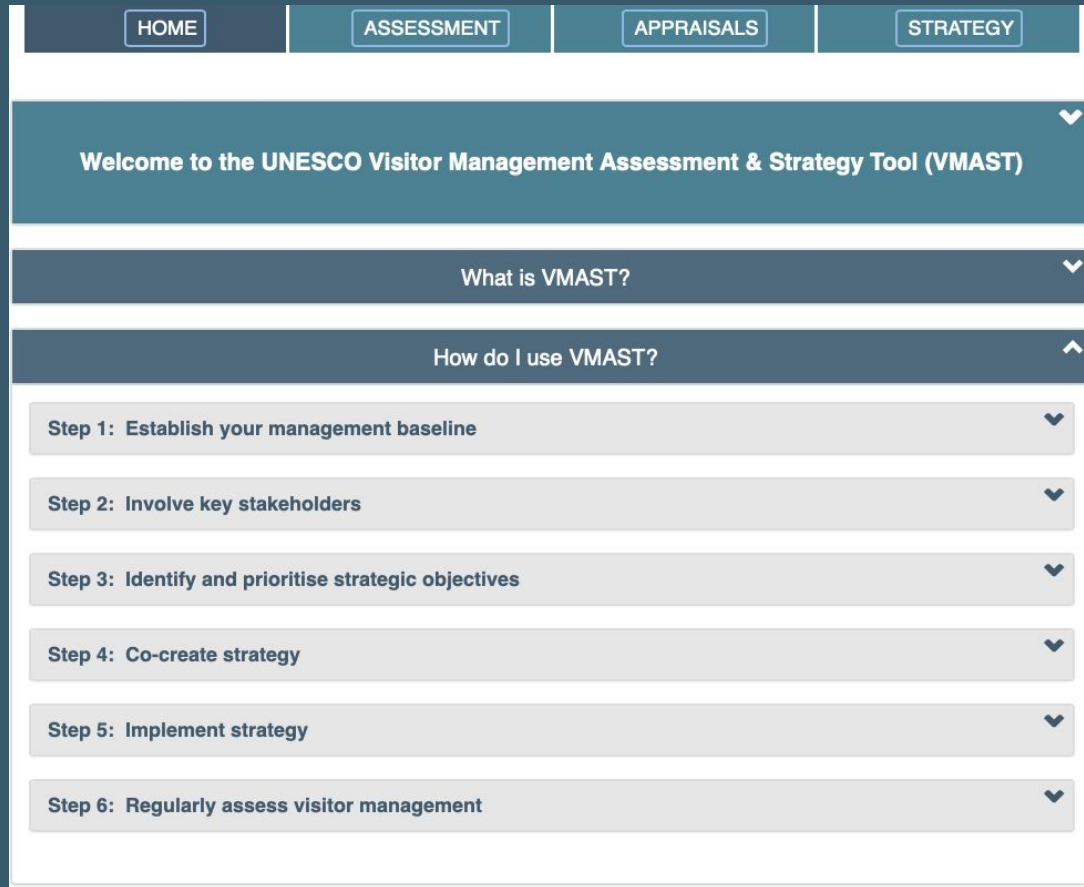
★ Visitor management self-assessment

★ Strategy development

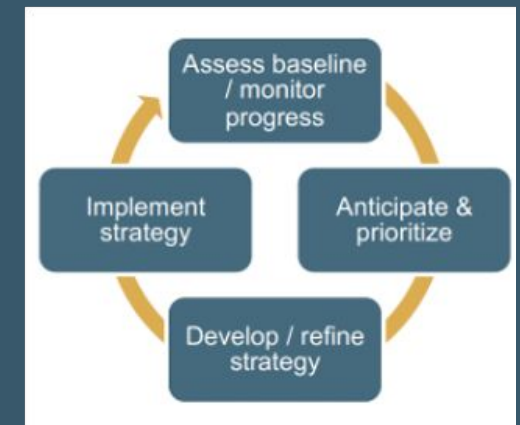
★ Intuitive

★ Cost efficient

How do I use VMAST?



1. Baseline*
2. Involve key stakeholders
3. Identify and prioritise strategic objectives
4. Co-create strategy
5. Implement strategy
6. Monitor progress



What are the benefits of VMAST?



HOME	ASSESSMENT	APPRAISALS	STRATEGY
Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)			
What is VMAST?			
How do I use VMAST?			
What are the benefits of using VMAST?			
Improving practice through five management activities			
Monitoring -> Improved understanding	Use of VMAST will help you monitor and better understand the current state of your site's visitor management, and what could be done to improve management in terms of protecting the heritage values of the site and contributing to sustainable development objectives.		
Budgeted activities -> Feasible ambitions	Through a focus on the need to budget for activities VMAST support the feasibility of your strategic ambitions.		
Communication -> Improved outreach	Use of VMAST will help you effectively, and in a culturally appropriate manner, communicate with relevant stakeholders.		
Capacity development -> Strengthened capacities	Use of VMAST will help you identify ways to engage with relevant stakeholders to strengthen capacities towards the achievements of identified sustainability and development objectives.		
Collaboration -> Increased impact	Stakeholder collaboration and partnerships are essential for the protection of the site and for the benefit of the broader destination. The VMAST provides a framework to enhance engagement and dialogue with local and national authorities, rights-holders and other relevant stakeholders.		

- a. Monitoring
-> improve understanding
- a. Budgeted activities
-> feasible ambitions
- a. Communication
-> improved outreach
- a. Capacity development
-> strengthened capacities
- a. Collaboration
-> increased impact

Resources



HOME ASSESSMENT APPRAISALS STRATEGY

Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

What is VMAST?

How do I use VMAST?

What are the benefits of using VMAST?

Access to resources

UNESCO 'How To' guides

UNESCO World Heritage Centre has developed a set of 'How To' guides for managing tourism. These easily accessible resources are focused on best practice approaches to sustainable economic development through tourism. The first of their kind, the 'How To' resources offer direction and guidance to managers of World Heritage tourism destinations and other stakeholders to help identify the most suitable solutions for circumstances in their local environments and aid in developing general know-how for the management of each destination. There are references and links to relevant 'How To' guides throughout VMAST.

★ Policy guidelines: Defining the relationship between World Heritage and Sustainable Tourism

Based on the report of the international workshop on Advancing Sustainable Tourism at Natural and Cultural Heritage Sites (Mogao, China, September 2009), the World Heritage Committee at its 34th session adopted the policy orientations which define the relationship between World Heritage and sustainable tourism (Decision 34 COM 5F.2)

UNESCO World Heritage & Sustainable Tourism Resource Library

Global good practice examples mirroring the UNESCO 'How To' guides.

World Heritage Publications

Publications issued and/or endorsed by UNESCO.

VMAST objectives + UNESCOs How-To Guides



HOME ASSESSMENT APPRAISALS STRATEGY

Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

What is VMAST?

Localising the UN SDGs

The UN Sustainable Development Goals

The historic agreement among world leaders at the United Nations in 2015 on a universal 2030 Agenda for Sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. The 17 SDGs and 169 corresponding targets offer the world a new direction, tourism can and must play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace. (United Nations World Tourism Organisation)

Sustainable tourism

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". (UNWTO)

Localising the SDGs through World Heritage and visitor management

Tourism has the potential to contribute across the SDGs (UNWTO). There are many ways World Heritage site management authorities, directly or indirectly through visitor management, can contribute towards the SDGs. VMAST sets out a few ways this could be done.

References to relevant SDGs are made through VMAST with ① - ⑦ referring to the respective goals. This feature will be elaborated in future versions of VMAST.

SDGs & Tourism (UNWTO)	VMAST
<p>1 NO POVERTY</p> <p>Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favoured groups, particularly youth and women.</p>	<p>D4: Local jobs, employment and career opportunities</p>
<p>2 ZERO HUNGER</p> <p>Tourism can spur sustainable agriculture by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.</p>	<p>B10: Food security</p>
<p>3 GOOD HEALTH AND WELL-BEING</p> <p>Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reduce child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.</p>	<p>C3: Local community opinion on tourism C4: Visitor experience and satisfaction C5: Safety and security B6: Light, noise and visual pollution</p>
<p>4 QUALITY EDUCATION</p> <p>Tourism has the potential to promote inclusiveness. A skilled workforce is crucial for tourism to prosper. The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.</p>	<p>All d: Capacity development</p>
<p>5 GENDER EQUALITY</p> <p>Tourism can empower women, particularly through the provision of direct jobs and income-generation from SMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society.</p>	<p>C7: Respect of rights C9: Social inclusion</p>

VMAST objectives + UN SDGs



Bringing complexity onto the table

HOME	ASSESSMENT	APPRAISALS	STRATEGY
A. Governance & management	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability
Provide site information			
Goal A: EFFECTIVE GOVERNANCE & VISITOR MANAGEMENT PROTECTING Score: 0%		Goal B: CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION Score: 0%	
A1 Governance and management system (_ %)	B1 Protection of sensitive environments (_ %)		
A2 Available resources (_ %)	B2 Protection of wildlife (_ %)		
A3 Integrated and strategic visitor management (_ %)	B3 Waste management (_ %)		
A4 Heritage assets and visitor attractions (_ %)	B4 Water security and access (_ %)		
A5 Visitor volumes (_ %)	B5 Energy conservation (_ %)		
A6 Visitor behaviour (_ %)			
A7 Communication, information and interpretation of World Heritage values			
A8 Capacity			
A9 Collaborative management			
A10 Participatory management			
Goal C: CONTRIBUTION TO INCLUSIVE SOCIAL DEVELOPMENT & CULTURAL SUSTAINABILITY Score: 0%			
C1 Awareness and appreciation of cultural and natural heritage (_ %)			
C2 Accessibility (_ %)			
C3 Local community opinion (_ %)			
C4 Visitor experience and satisfaction (_ %)			
C5 Safety and security (_ %)			
C6 Disaster risk management, crises and emergencies (_ %)			
C7 Respect of rights (_ %)			
C8 Intangible cultural heritage (_ %)			
C9 Social inclusion (_ %)			
C10 Food security (_ %)			
		Goal D: CONTRIBUTION TO INCLUSIVE & SUSTAINABLE ECONOMIC DEVELOPMENT Score: 0%	
		D1 Economic inclusion, resilience and sustainability (_ %)	
		D2 Visitors financial contribution (_ %)	
		D3 Funding, investments and concessions (_ %)	
		D4 Local jobs, employment and career opportunities (_ %)	
		D5 Production and consumption (_ %)	
		D6 Boundaries and zoning (_ %)	
		D7 Property acquisitions (_ %)	
		D8 Visitor facilities, infrastructure and services (_ %)	
		D9 Visitor patterns and periods (_ %)	
		D10 Events and festivals (_ %)	

4 GOALS (A-D)

40 Objectives

> 200 success/target indicators



Governance & management



HOME	ASSESSMENT	APPRAISALS	STRATEGY
A. Governance & management	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability

Provide site information	▼
Goal A: EFFECTIVE GOVERNANCE & VISITOR MANAGEMENT PROTECTING HERITAGE VALUES Score: 0%	
A1 Governance and management system (_ %)	▼
A2 Available resources (_ %)	▼
A3 Integrated and strategic visitor management (_ %)	▼
A4 Heritage assets and visitor attractions (_ %)	▼
A5 Visitor volumes (_ %)	▼
A6 Visitor behaviour (_ %)	▼
A7 Communication, information and interpretation of World Heritage values (_ %)	▼
A8 Capacity development (_ %)	▼
A9 Collaboration with the tourism sector (_ %)	▼
A10 Participatory governance (_ %)	▼

GOAL A:

EFFECTIVE GOVERNANCE &
VISITOR MANAGEMENT
PROTECTING HERITAGE VALUES

Environmental sustainability



HOME	ASSESSMENT	APPRAISAL	STRATEGY
A. Governance & management	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability
Goal B: CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION Score: 0%			
B1 Protection of sensitive environments (_ %)			
B2 Protection of wildlife (_ %)			
B3 Waste management (_ %)			
B4 Water security and access (_ %)			
B5 Energy conservation (_ %)			
B6 Light, noise and visual pollution (_ %)			
B7 Low-impact travel and transport (_ %)			
B8 Carbon footprint (greenhouse gas emissions) (_ %)			
B9 Climate change adaptation (_ %)			
B10 Environmental risks (_ %)			

GOAL B:

CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION

Social & cultural sustainability



HOME	ASSESSMENT	APPRAISALS	STRATEGY
A. Governance & management	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability

Goal C: CONTRIBUTION TO INCLUSIVE SOCIAL DEVELOPMENT & CULTURAL SUSTAINABILITY Score: 0%
C1 Awareness and appreciation of cultural and natural heritage (_ %)
C2 Accessibility (_ %)
C3 Local community opinion (_ %)
C4 Visitor experience and satisfaction (_ %)
C5 Safety and security (_ %)
C6 Disaster risk management, crises and emergency response (_ %)
C7 Respect of rights (_ %)
C8 Intangible cultural heritage (_ %)
C9 Social inclusion (_ %)
C10 Food security (_ %)

GOAL C:

CONTRIBUTION TO INCLUSIVE SOCIAL DEVELOPMENT & CULTURAL SUSTAINABILITY

Economic sustainability



HOME	ASSESSMENT	APPRAISALS	STRATEGY
A. Governance & management	B. Environmental sustainability	C. Social & cultural sustainability	D. Economic sustainability
Goal D: CONTRIBUTION TO INCLUSIVE & SUSTAINABLE ECONOMIC DEVELOPMENT Score: 0%			
D1 Economic inclusion, resilience and sustainability (_ %)			
D2 Visitors financial contribution (_ %)			
D3 Funding, investments and concessions (_ %)			
D4 Local jobs, employment and career opportunities (_ %)			
D5 Production and consumption (_ %)			
D6 Boundaries and zoning (_ %)			
D7 Property acquisitions (_ %)			
D8 Visitor facilities, infrastructure and services (_ %)			
D9 Visitor patterns and periods (_ %)			
D10 Events and festivals (_ %)			

GOAL D:

CONTRIBUTION TO INCLUSIVE
SUSTAINABLE ECONOMIC
DEVELOPMENT

Goal B:
CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION
Score: 0%

B1 Protection of sensitive environments (_ %)

OBJECTIVE: Sensitive environments are protected from negative impacts of human activities (visitation).

TARGET OUTCOMES / SUCCESS INDICATORS SDG 13 14	ACHIEVED
a. Monitoring	
There is an inventory of cultural and/or natural environments (i.e. habitats, ecosystems, species and wildlife) in the site.	<input type="text"/>
Actual and/or potential impacts of visitation to these environments are identified, regularly measured, monitored and recorded with sensitive environments identified. Information is verifiable and available.	
b. Budgeted activities	
The management system includes budgeted activities guiding efforts to protect sensitive environments from human induced negative impacts.	<input type="text"/>
c. Communication	
Site management authorities regularly inform relevant stakeholders about how to protect sensitive environments in the site.	<input type="text"/>
d. Capacity development	
Site management authorities regularly implement capacity development activities for relevant stakeholders on how to protect sensitive environments in the site.	<input type="text"/>
e. Collaboration	
Site management authorities collaborate with relevant stakeholders to protect sensitive environments in the site as part of the larger destination.	<input type="text"/>
Enterprises and visitors are able and incentivised to comply and/or engage with relevant strategies/efforts/campaigns (for protection of sensitive environments).	<input type="text"/>
Other	<input type="text"/> Specify
RESOURCES <input type="text"/>	
UN SDG's <input type="text"/>	

Each objective set out what you can do through:

- Monitoring
- Budgeted activities
- Communication
- Capacity development
- Collaboration

➤ Resources

➤ UN SDGs

Goal B:
CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION
Score: 0%

B1 Protection of sensitive environments (_ %)

OBJECTIVE: Sensitive environments are protected from negative impacts of human activities (visitation).

TARGET OUTCOMES / SUCCESS INDICATORS SDG 13 14	ACHIEVED
a. Monitoring	
There is an inventory of cultural and/or natural environments (i.e. habitats, ecosystems, species and wildlife) in the site.	
Actual and/or potential impacts of visitation to these environments are identified, regularly measured, monitored and recorded with sensitive environments identified. Information is verifiable and available.	
b. Budgeted activities	
The management system includes budgeted activities guiding efforts to protect sensitive environments from human induced negative impacts.	
c. Communication	
Site management authorities regularly inform relevant stakeholders about how to protect sensitive environments in the site.	
d. Capacity development	
Site management authorities regularly implement capacity development activities for relevant stakeholders on how to protect sensitive environments in the site.	
e. Collaboration	
Site management authorities collaborate with relevant stakeholders to protect sensitive environments in the site as part of the larger destination.	
Enterprises and visitors are able and incentivised to comply and/or engage with relevant strategies/efforts/campaigns (for protection of sensitive environments).	
Other	Specify

Yes
 Partly
 No
 NA

Goal B:
CONTRIBUTION TO ENVIRONMENTAL SUSTAINABILITY, CLIMATE CHANGE MITIGATION & ADAPTATION
Score: 5%

B1 Protection of sensitive environments (50%)

OBJECTIVE: Sensitive environments are protected from negative impacts of human activities (visitation).

TARGET OUTCOMES / SUCCESS INDICATORS SDG 13 14	ACHIEVED
a. Monitoring	
There is an inventory of cultural and/or natural environments (i.e. habitats, ecosystems, species and wildlife) in the site.	Yes
Actual and/or potential impacts of visitation to these environments are identified, regularly measured, monitored and recorded with sensitive environments identified. Information is verifiable and available.	Specify
b. Budgeted activities	
The management system includes budgeted activities guiding efforts to protect sensitive environments from human induced negative impacts.	Partly
c. Communication	
Site management authorities regularly inform relevant stakeholders about how to protect sensitive environments in the site.	Yes
d. Capacity development	
Site management authorities regularly implement capacity development activities for relevant stakeholders on how to protect sensitive environments in the site.	No
e. Collaboration	
Site management authorities collaborate with relevant stakeholders to protect sensitive environments in the site as part of the larger destination.	No
Enterprises and visitors are able and incentivised to comply and/or engage with relevant strategies/efforts/campaigns (for protection of sensitive environments).	NA
Other	Specify



Score:
Objective
(eg 5%)

Score:
Target
(eg 50%)


D4 Local jobs, employment and career opportunities (_ %)

OBJECTIVE: Site management contributes to local jobs, employment and career opportunities.

TARGET OUTCOMES / SUCCESS INDICATORS SDG ① ⑤ ⑧	ACHIEVED
a. Monitoring	
Jobs and employment created through the site management are regularly monitored and recorded. Data is verifiable and available. Data collected relates to:	<input type="text"/>
i. Number of people with permanent employment through site management authorities.	<input type="text"/> - <input type="text"/> +
ii. Gender balance (provide % of female employees). ⑤	<input type="text"/> - % <input type="text"/> +
iii. Number of people with part time employment / time limited contracts in site management organisation.	<input type="text"/> - <input type="text"/> +
b. Budgeted activities	
Site management authorities make efforts to create employment, procurement and/or career opportunities. ①	<input type="text"/>
c. Communication	
Site management authorities regularly inform relevant stakeholders about job, employment, and career opportunities in the site. ①	<input type="text"/>
d. Capacity development	
Site management authorities regularly implement capacity development activities for relevant stakeholders contributing to skills that increase job, employment, procurement and career opportunities. ①	<input type="text"/>
e. Collaboration	
Site management authorities collaborate with relevant stakeholders to increase local job, employment, and/or career opportunities in the site as part of the larger destination. ① ⑧	<input type="text"/>
Enterprises are able and/or incentivised to contribute local jobs, employment and career opportunities, for example by offering employment, apprenticeships, internships.	<input type="text"/>
Other	<input type="button" value="Specify"/>

RESOURCES


UNESCO 'How To' guide 4: Engaging local communities and businesses



This guide will tell you how to reach out and engage with local businesses and the community in a dialogue explaining the mutual benefit that comes with making tourism more sustainable.

UN SDG's

SDG 1 – No poverty



As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation. Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women. (UNWTO)



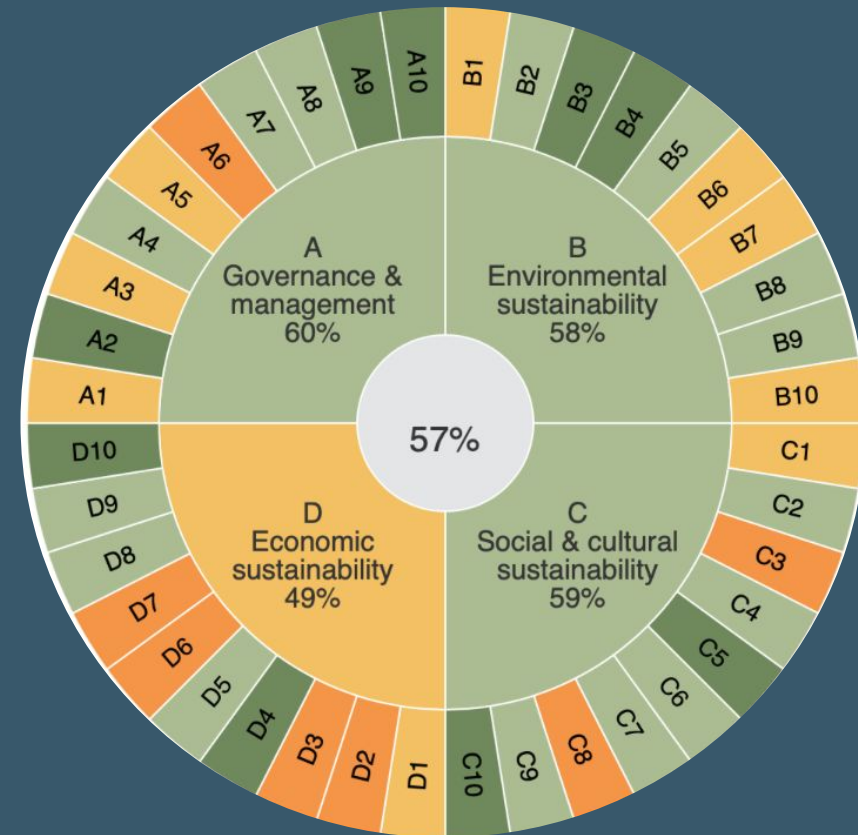
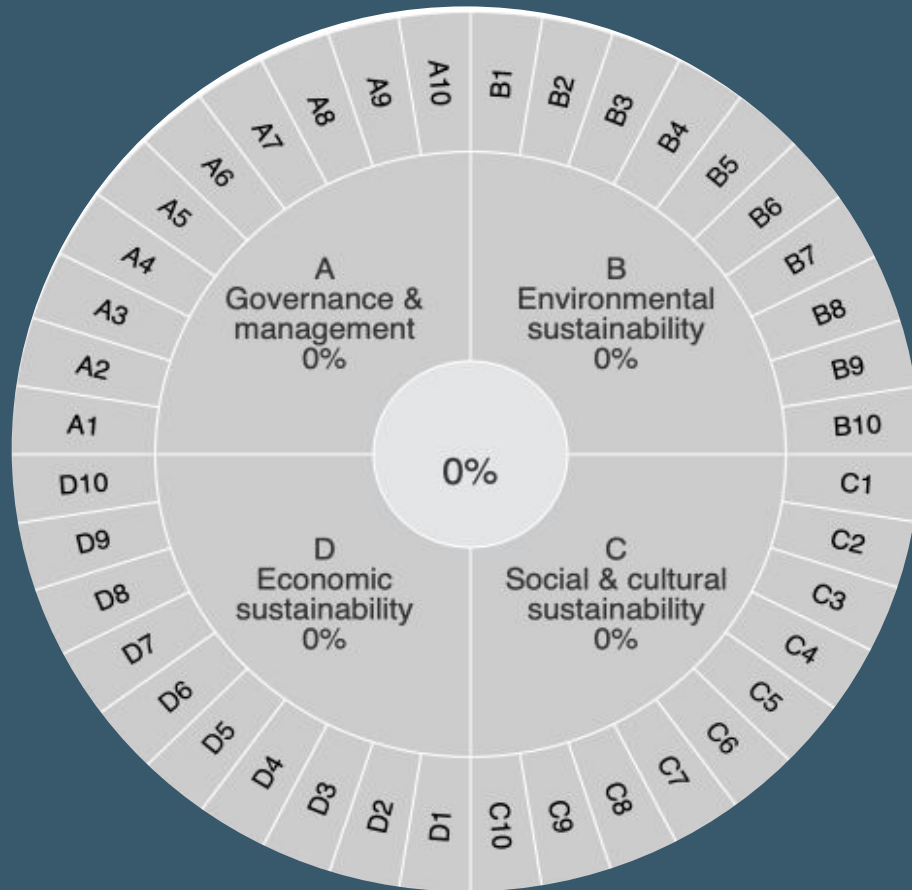
An emerging methodology

No fixed method
(but recommended that first time use is a full assessment)

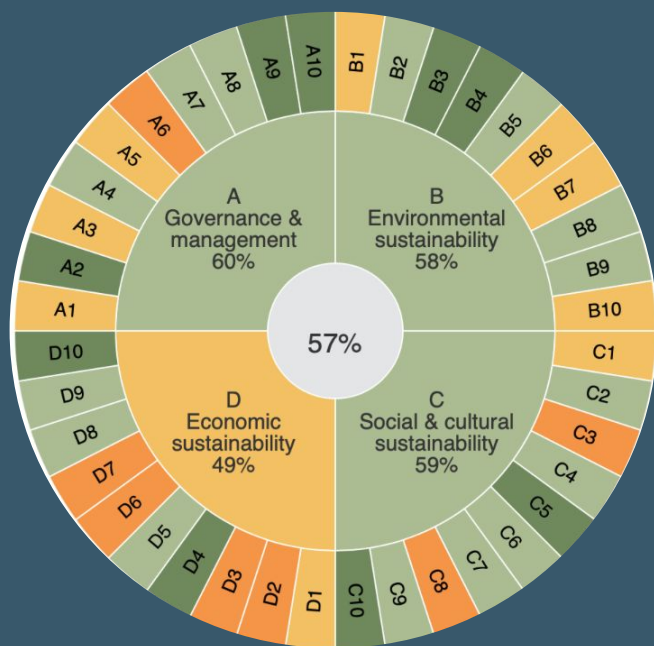
Relevant resources

Relevant UN SDGs

VMAST

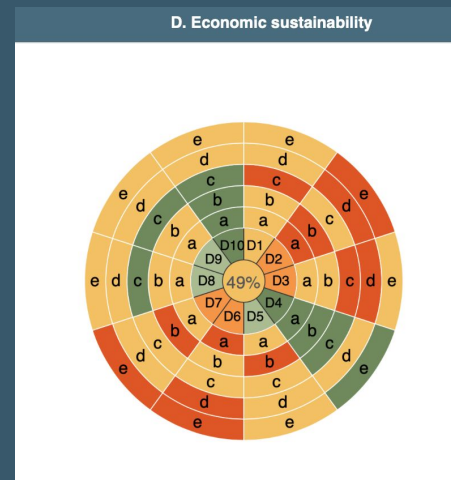
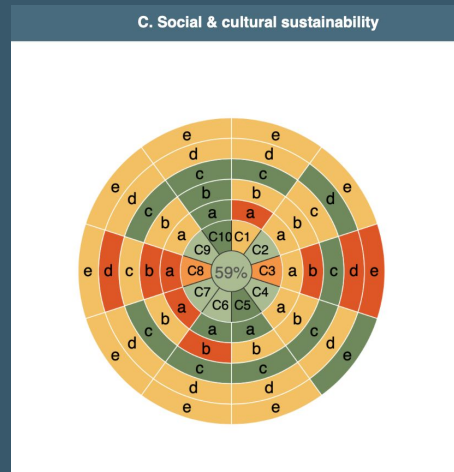
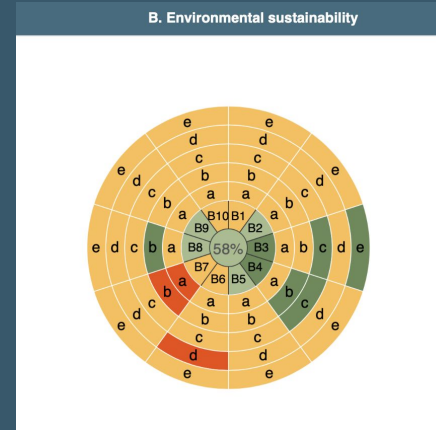
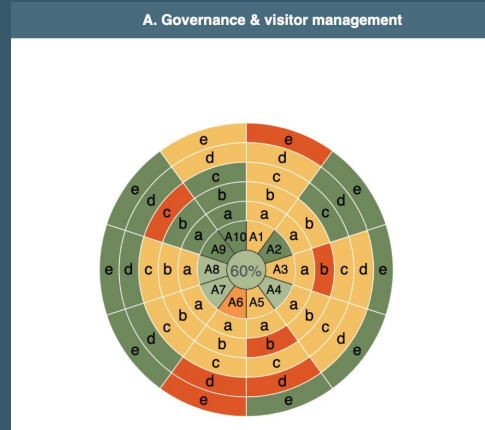
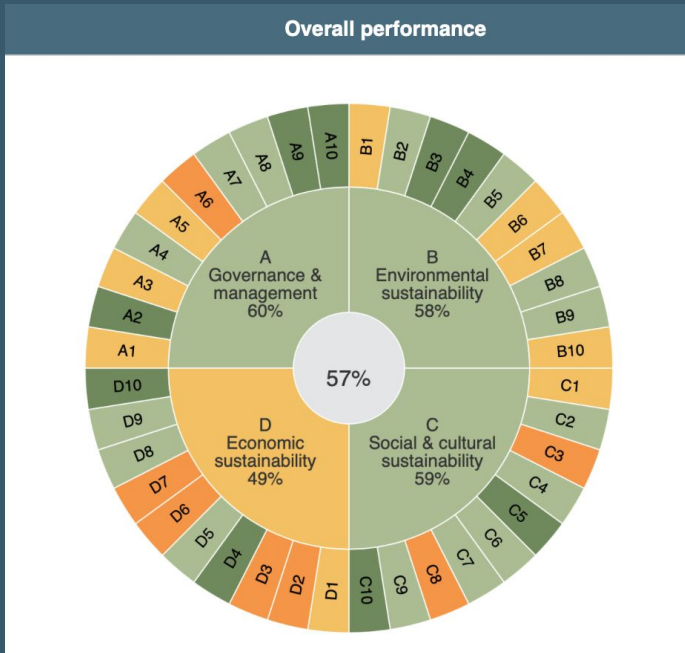


Interpretation



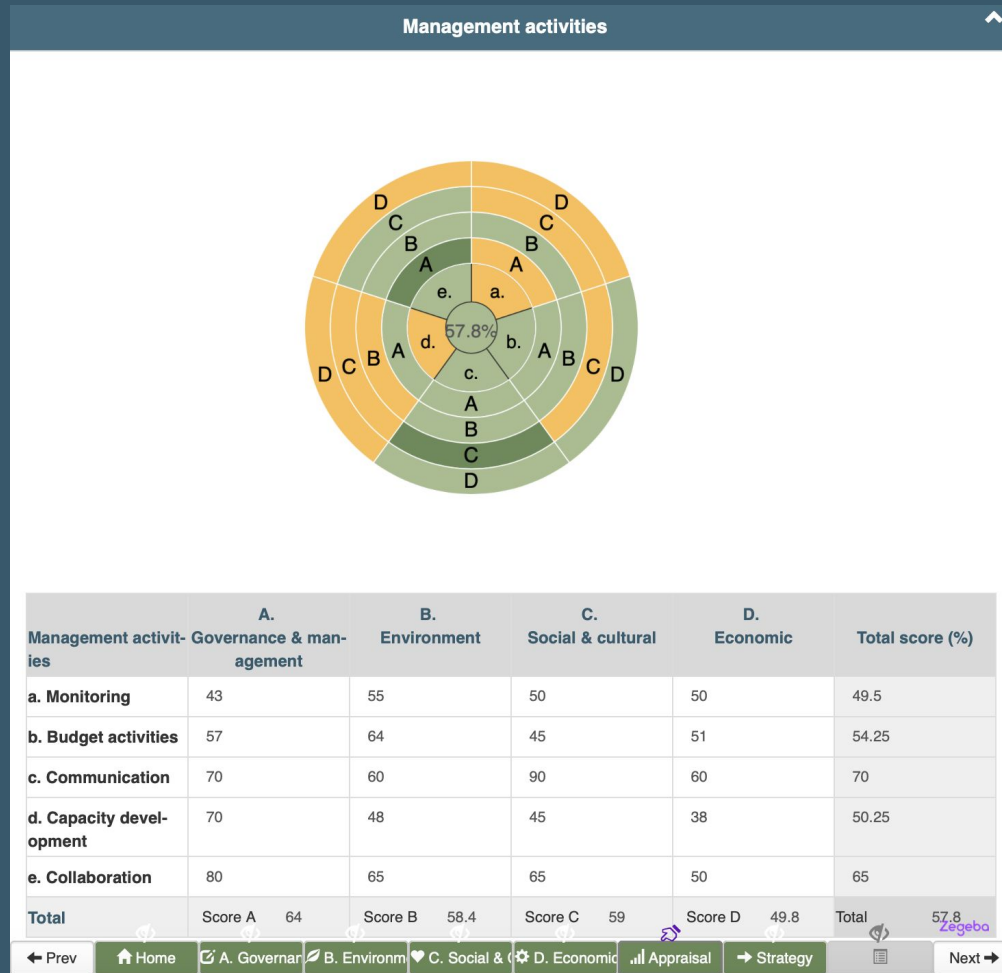
Colour	Response	Percentage	Interpretation
Dark Green	Yes	71% - 100%	Please share your good practices.
Light Green		51% - 70%	Well done!
Yellow	Partly	31% - 50%	Keep up the good efforts and explore how to improve.
Orange		1% - 30%	You are on to something. Look for inspiration in resources and among peers.
Red	No	0%	Here is an opportunity to make change.
Grey	NA / No answer	-	

Appraisals & interpretation



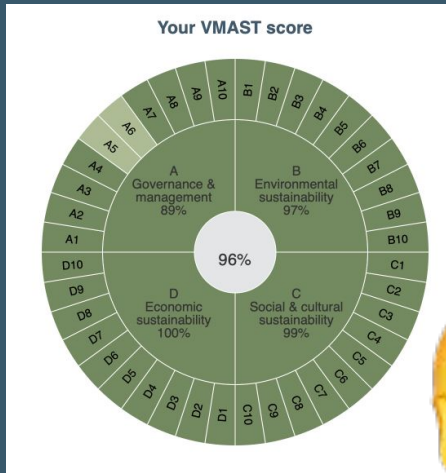
Overall appraisal and appraisals for each goal

Appraisals & interpretation

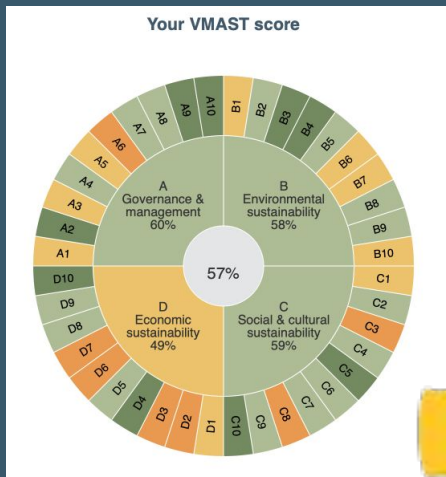


- a. Monitoring
- b. Budgeted activities
- c. Communication
- d. Capacity development
- e. Collaboration

“Best practice” & VMAST scores

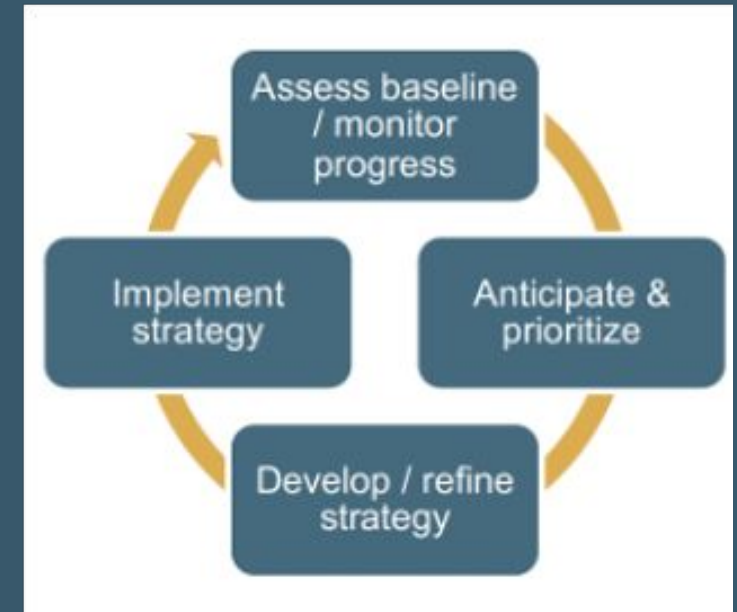


**Best practice is not a status!
It is an ongoing commitment
to improve practice!**



Use VMAST to

- identify where you are doing well
- where there are opportunities to improve
- demonstrate progress



Assessment & strategy



B9 Climate change adaptation (_ %)

OBJECTIVE: Protection of heritage values is integral in climate change adaptation.

TARGET OUTCOMES / SUCCESS INDICATORS SDG 13	ACHIEVED
a. Monitoring	
Risks and opportunities associated with climate change relevant for the protection of heritage values are identified, monitored and recorded. Information is verifiable and available.	<input checked="" type="checkbox"/> Yes Specify
Risks and opportunities associated with climate change relevant to the communities living in and around the heritage site are identified, monitored and recorded.	<input checked="" type="checkbox"/> Partly Specify
b. Budgeted activities	
The management system includes budgeted activities guiding efforts relating to climate change adaptation in the site. 13	<input checked="" type="checkbox"/> No Specify
c. Communication	
Site management authorities regularly inform relevant stakeholders about the link between the heritage values of the site and climate change	<input type="checkbox"/>
d. Capacity development	
Site management authorities regularly implement capacity development activities for relevant stakeholders on how to protect the heritage values of the site from climate change.	<input type="checkbox"/>
e. Collaboration	
Site management authorities collaborate with relevant stakeholders for climate change adaptation in the site as part of the larger destination. 13	<input type="checkbox"/>
Enterprises and visitors are able and incentivised to comply and/or engage with relevant climate change adaptation strategies/efforts/campaigns.	<input type="checkbox"/>
Other	Specify
RESOURCES	
UN SDG's	



Site management authorities regularly implement capacity development activities for relevant stakeholders on how to protect sensitive environments in the site.

Goal B1

Indicator Site management authorities regularly implement

Achieved status Yes Partly No NA

Action(s) What was done / what needs to be done to achieve the target outcome / success indicator?

Activities Things happening or being done. (Example: organising and/or attending meetings.)

Responsibility Who will do it?

Support Who will help out in this effort?

Cost / Budget What will it cost?

Currency Three letter code

Funding secured

Funding source Where will the money / resources come from?

Completion date

Notes Any information of relevance.

Upload relevant document

Enter URL link to additional information

Priority

Tanslation



家 评估 评估 战略

欢迎使用联合国教科文组织游客管理评估和战略工具 (VMAST)

- 什么是VMAST?
- 如何使用 VMAST?
- 使用 VMAST 有哪些好处?
- 获取资源
- 联合国可持续发展目标本地化
- 背景及发展
- 共同创造明天的访客管理
- 使用条款

您的 VMAST 分数

Category	Score
A Governance & management	0%
B Environmental sustainability	0%
C Social & cultural sustainability	0%
D Economic sustainability	0%

家 评估 评价 战略

A. 治理与管理 B. 环境可持续性 C. 社会和文化可持续性 D. 经济可持续性

目标 B:
对环境可持续性、减缓和适应气候变化的贡献
得分: 0%

B1 保护敏感环境 (_ %)

目标: 保护敏感环境免受人类活动 (访问) 的负面影响。

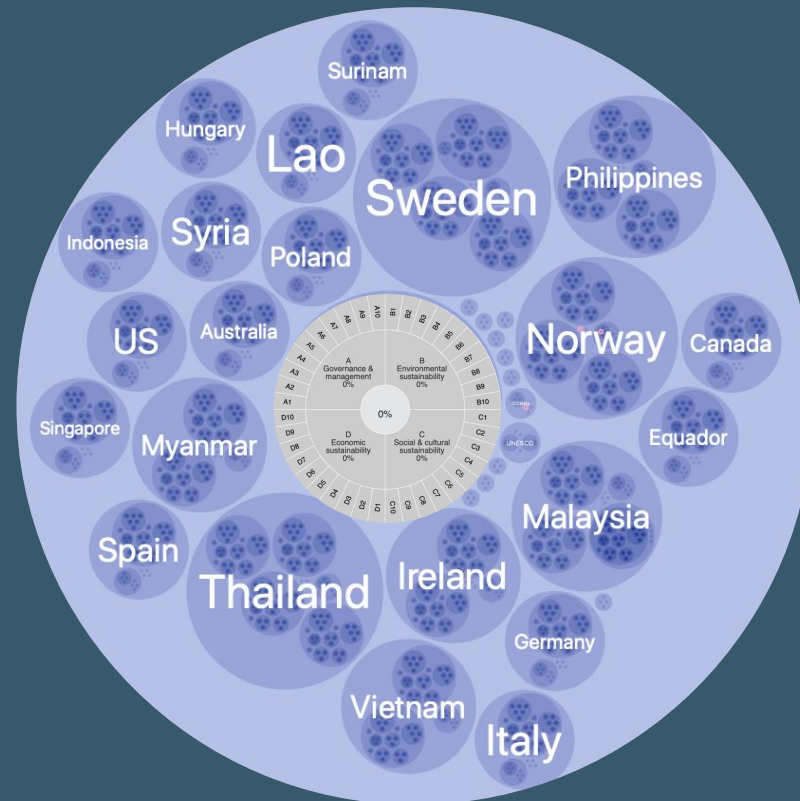
目标成果/成功指标 SDG 13 14	实现
A. 监控 该地点有一份文化和/或自然环境 (即栖息地、生态系统、物种和野生动物) 的清单。 识别、定期测量、监测和记录访问这些环境的实际和/或潜在影响, 并识别敏感环境。信息是可验证且可用的。	<input type="text"/>
b. 预算活动 该管理体系包括指导保护敏感环境免受人为负面影响的预算活动。	<input type="text"/>
C. 沟通 现场管理当局定期告知相关利益相关者如何保护现场敏感环境。	<input type="text"/>
d. 能力发展 现场管理当局定期为相关利益相关者开展关于如何保护现场敏感环境的能力建设活动。	<input type="text"/>
e. 合作 现场管理当局与相关利益相关者合作, 保护作为更大目的地一部分的现场敏感环境。	<input type="text"/>
企业和游客能够并被激励遵守和/或参与相关策略/努力/活动 (以保护敏感环境)。	<input type="text"/>
其他	<input type="text"/> 指定
资源	<input type="text"/>
联合国可持续发展目标	<input type="text"/>

An emerging community of practice

VMAST for local collaboration



VMAST as a framework for global collaboration



VMAST as a framework for connecting practice




vmast.net

VMAST login Onboarding Community Resources

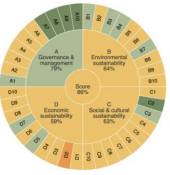
VMAST

- the Visitor Management Assessment & Strategy Tool



Visitor Management Assessment & Strategy Tool (VMAST)

The Visitor Management Assessment & Strategy Tool (VMAST) is a new addition to the UNESCO World Heritage Sustainable Tourism Toolkit and complements and integrates to the other utilities. VMAST is specifically developed within the context of the UNESCO World Heritage Convention (1972) to help site management authorities manage visitor activities and monitor the performance of heritage values while contributing towards local sustainable development, adaptive and resilient communities.



Access VMAST

What is the purpose of VMAST?
How do I use VMAST?
What are the benefits of using VMAST?
Access to resources
Locating the UN SDGs
Background & development
Co-creating visitor management for tomorrow

Welcome to the UNESCO Visitor Management Assessment & Strategy Tool (VMAST)

The Visitor Management Assessment & Strategy Tool (VMAST) is the newest addition to the **UNESCO World Heritage Sustainable Tourism Programme** and Toolkit. Developed within the context of UNESCO's World Heritage Convention (1972) VMAST helps site and destination management authorities proactively manage visitation and tourism for protection of heritage values while enhancing community sustainability and resilience.

VMAST is hosted and supported by **Zegeba** in collaboration with **World Heritage Catalysis**.

VMAST is free to World Heritage sites through UNESCO, and available to everyone else against a hosting fee.

WORLD HERITAGE CATALYSIS

The Hub The Club About **Community**


ASEAN VMAST 2022 Latest AA AV 32 New post

Open space +

Wishing all a nice weekend!

Cecilie

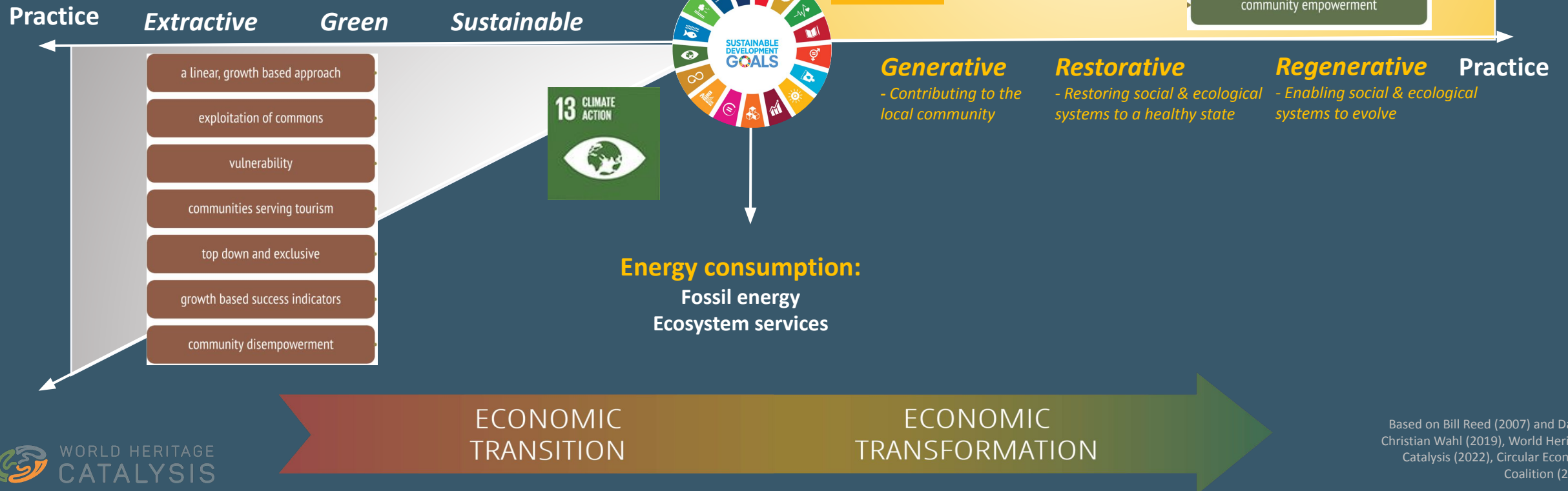
- # b6 Light & noise pollution
- # b7 Travel & transport
- # b8 Carbon footprint
- # b9 Climate adaptation
- # b10 Environmental risks
- 🌞 SOCIETY & CULTURE
- # c1 Awareness
- # c2 Accessibility
- # c3 Community opinion
- # c4 Visitor satisfaction
- # c5 Safety & security
- # c6 Emergency response
- # c7 Respect of rights
- # c8 Intangible heritage
- # c9 Social inclusion
- # c10 Food security
- 🏠 ECONOMY
- # d1 Economic resilience
- # d2 Visitors contribution



VMAST supporting transformative practice

VMAST

Assessments and mapping
exposing complexity and
opportunities



THANK YOU!

Cecilie Smith-Christensen

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<https://www.whcatalysis.org>

<https://www.vmast.net>