



World Heritage / Patrimoine Mondial

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Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:

UNESCO - certification as a factor in the success of a tourism destination.

The key questions are: does UNESCO designation influence the success of a tourism destination?

Would a tourism destination without UNESCO designation be less successful?

What marketing and arrangement should be done by the management of a UNESCO-designated site and what positive or negative experiences were brought by UNESCO - certification?

Discussion about the achievable benefit which could be created by UNESCO-certification is very important for the manager of city tourism destinations. The position of the city and destination managers is schizophrenic, there are at least two legitimate interests in opposition: town development, business and sustainable growth and preservation of the historical heritage.

I would like to analyse and compare two tourism destinations, the town of Cesky Krumlov, which has been designated a UNESCO World Heritage for 17 years and the town of Regensburg (Germany), which is a relative newcomer to the UNESCO family, but has gained a lot of UNESCO-experience already.

The aim is to obtain the relevant specifications and arguments, in principle knowledge about risks and failures, which could be benefit from open, professional, discussion and responsible planning by the city and destination managers. The findings and conclusions could be instrumental as „best practise“.