UNWTO and the United Nations Educational Scientific and Cultural Organization (UNESCO) forged a new cooperation agreement consolidating efforts on sustainable tourism and the protection of natural and cultural heritage (26 November 2013, New York, USA).

Under the Memorandum of Understanding, signed by UNWTO Secretary-General, Taleb Rifai and UNESCO Director General, Irina Bokova, in the margins of the UN Chief Executives Board Meeting, UNWTO and UNESCO will work together on national, regional and global initiatives in the areas of sustainable tourism and the safeguarding of natural and cultural heritage through:

- The implementation of the UNESCO World Heritage and Sustainable Tourism Programme

- The development of transnational tourism initiatives to promote and protect the shared heritage of the Silk Roads Heritage Corridors
- The identification, development and networking of sustainable tourism initiatives and activities in biosphere reserves
- The promotion of sustainable tourism through United Nations partnerships and initiatives, such as the United Nations Steering Committee on Tourism for Development (SCTD) and the Global Partnership for Sustainable Tourism (GPST).

“UNWTO has already been working closely with UNESCO for many years to ensure a sustainable approach to heritage management and tourism,” said Mr. Rifai. “Tourism can play a significant role in the preservation, conservation and promotion of cultural and natural assets and this agreement further strengthens our capacity to integrate sustainable tourism principles with the protection of the world´s heritage.”

UNESCO´s Director General, Irina Bokova said "I look forward to furthering this partnership on the basis of shared values and common objectives" and expressed her gratitude for the reinforced cooperation between the two sister agencies.

The MoU is the third agreement between UNESCO and UNWTO since 1979.

Useful links:

World Heritage and Sustainable Tourism Programme

UNESCO/UNWTO Silk Roads Heritage Corridors Workshop

Consultez la source sur Veille info tourisme: Coopération OMT/UNESCO pour la promotion du tourisme durable