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Quick Summaries from Workshop: Transformation and Communication: New Strategies for Protecting and Promoting Historic Place

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WMF is focused largely on physical restoration, involved in developing new technical solutions, working with local stewards to develop a strategy for sustainability. Many sites are not publicly accessible at the beginning of WMF involvement. WMF works to bring sites into public recognition with local communities as stewards where communities are faced with losing traditions. There is often a discussion about the role of tourism, but not at the centre of the dialogue.

Case studies:

Angkor, Cambodia

WMF became involved with a program focused on education and rebuilding technical capacity in Angkor, including university students. The local community became the work force for the restoration of the monuments. WMF developed a number of routine conservation practices, and the site is now maintained by the local community. Visitors to the site began to provide financial contributions to support the restoration of the site. Presenting the work that was being done to a visitor audience was important, as was communicating that the work was an international collaboration. Visitor centre is now considered the prototype.

More than 2 million people visit Angkor each year. Some sites are damaged by number of visitors and inability of government to prevent use and damage. At the request of the government, WMF became involved in a second site to help manage these impacts from visitors. This resulted in a Visitor Management Strategy, developed collaboratively, move people through the site through organized activities to prevent concentrations of visitors.

Easter Island

WMF became involved in an on-site conservation program to conserve several of the statues on the island. Efforts have focused on site management, particularly on vulnerable petro glyphs and houses. Visitors were not managed and grazing on the island caused extensive damage to heritage sites. A monitoring program was established that led to a program to protect the vulnerable areas by establishing a trail system to guide visitors.

Delhi Heritage Route

Tourism experience is notoriously chaotic. Ability for visitors to find monuments is difficult resulting in low visitor experience. WMF joined [Aga Kahn Trust for Culture](#) to help reorganize and redevelop the area. The Commonwealth Games resulted in the development of a Heritage route to make these resources more accessible to visitors. The plan included the development of street furniture, consistent signage, linkages of sites via a heritage trail, and visitor information. The pilot project included eight sites linked by a map route and a hop on/hop off green bus route option for visitors to follow.

The strategy of communicating to the public what the conservation goals are is a priority and that strategy will drive the conservation efforts and needs of the sites. Please visit www.wmf.org for more information.