



I. Which path will the World Heritage Convention take in upcoming years?

Almost forty years has passed since the UNESCO World Heritage Convention or Convention concerning the Protection of the World Cultural and Natural Heritage was adopted. The convention has had - and still has - a strong position as an international set of rules setting the standard for preservation of the most valuable monuments, buildings, sites and natural areas of the world. What are the most important issues for the development of the Convention and the governance of established and new sites in upcoming years? Keynote speakers will point out basic tendencies and hot issues concerning the Convention, its implementation and upcoming issues. The session will give room for broad discussions.

II. Local and Global Consequences of Cultural and Geographical Mapping

A map is an abstraction in which certain aspects of an area are prioritised, underscored or given special values. A new map is an expression of intentions, will and special knowledge of the actors drawing the borders and inserting symbols on the map. Becoming a World Heritage site implies that values put forward in the convention will be 'mapped' on an area where other values probably have had higher priority earlier. To be a World Heritage site on the map opens for new economic and cultural possibilities and new threats. World Heritage status implies that new actors and groups of experts will have influence on 'the mapping' and construction of the area. How should lay and expert knowledge be mixed in the process of developing a World Heritage? How can local influence be part of the process? Who should decide on 'the staging' and marketing of the site?

III. World Heritages and Transnational Learning in Tourism.

Several scholars have underscored the fact that tourism is a field where ideas and concepts often are borrowed and reused in a global processes; new tourist products or inventions are quite often a variety of something similar developed in a slightly different context. Some researchers speak even about tourist products as 'simulacra', which means that touristic items are copied and re-used in perhaps a new context. Even if a lot of spontaneous borrowing of concepts and items is common in tourism, the invention and learning process can be enhanced and staged with help of organized structures. During the day keynote speakers will depict questions of transnational learning in tourism. The UNESCO World Heritage 'system' is as such a mechanism for transnational learning.