

The screenshot shows the website 'viaggiandofacile.it' with a news article titled 'WTE – UNESCO World Tourism Fair in Assisi. New entry: Cuba, Malta, Tunisia, Croatia. Sites in Italy to share 70%'. The article text reads: 'Pending appointment of the second edition of the only global specialist in tourism of the World Heritage sites, to be held in Assisi from 16 the 18 September, The plan of Assisi ends in Paris, at the international conference that 16 June addressed the theme of the historic urban landscape'. Below the text is a photo of a conference room. To the right of the article is an advertisement for 'Tourism Australia' featuring a kangaroo logo.

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(TGC) Assisi, June 2011 - The next World Fair of Tourism Sites of UNESCO (WTE) continues to collect membership. Among the newcomers stand out foreign Cuba, Malta, Tunisia and Croatia, while the membership fee increases to 70% for Italy, the country at the top of the *World Heritage* With 45 sites that 42 cultural and 3 Natural. well 100, In addition, are the tour operators and buyers from Italy, which, usa, Canada, French, United Kingdom, Germany, Netherlands, Switzerland and Austria come to Assisi, From 16 the 18 September, to know the offer of the city and UNESCO sites and insert these special places within the international catalogs.

Building on the success and met with general consensus in 2010, the second edition of the World Tourism Expo will deepen the theme of responsible tourism, sustainable and emotional, relying on the support of the more significant **UNESCO World Heritage Centre, directed by Francesco Bandarin E the Italian Ambassador at the UNESCO headquarters in Paris, Maurizio Enrico Serra**, which was made fully available to a direct collaboration on this front. At issue is also linked **Responsabile Italian Tourism Award 2011**, an initiative created by the professional journal for tourism Travel Main Page, WTE in

collaboration with and under the patronage of *enit, Fiavet E Uftaa*, attached to the responsible tourism products and companies engaged in this important segment of tourism dellindustria, to promote them to travel agents and travelers.

The format of the event in September remains essentially unchanged from the first edition. "Dal 16 the 18 September 2011 return the beautiful setting of **Monte Palace Frumentario** –says *Claudio Ricci* – and will also use the spaces **Palace Vallemani**, in the heart of the historic city, enhancing and consolidating the exhibition tested in the first edition. We want to strengthen the uniqueness of this prestigious event for the international promotion that presents itself as a **comparison of real and virtual meet-**, able to bring to life an interactive experience with all senses ".

Meanwhile, the **City and president of the Italian Heritage Sites UNESCO and Mayor Claudio Ricci has participated in Assisi** together with the architect Paola Falini, only representatives for Italy, **International conference on the theme of "Urban Landscape History and news in reference to the UNESCO World Heritage Sites recognized", which was held on 16 June in Paris.** The conference - which saw the participation of top representatives of French culture and Spanish, including Pierre-Antoine Gatier (President of ICOMOS-France), Garcia Gutierrez Monastery (architect and professor at the Polytechnic University of Madrid), Bertrand Delanoe (Mayor of Paris), Francesco Bandarin (Director of the UNESCO World Heritage Centre) – took care to trace the new international guidelines that the sites entered in the World Heritage List should be followed with regard to conservation, protection and enhancement, in the interaction between built and landscape.

Francesco Bandarin, In addition, announcing for the year 2012 the new guidelines from the excellence of UNESCO sites, **He praised the integration promoted and enforced by the city of Assisi, the General Plan and specific structural part of the Management Plan.** The idea is that on this ground the establishment of a postgraduate course in architecture on "Historic Urban Landscape", involving the University of Rome La Sapienza, the Polytechnic University of Madrid and the Ecole Nationale Supérieure d'Architecture in Paris / Belleville.

First and only specialized event in the world of cities and tourist sites of UNESCO, **il WTE is one of the key and the most ambitious projects on which the strategy aims to promote tourism of heritage sites, with particular attention to forty-five Italian sites that put Italy on top of the world rankings** (911 sites spread 148 countries of the world).

<http://www.worldheritagetourismexpo.com/default1.asp?language=ita>