



World Heritage Alliance for Sustainable Tourism Applying for WHA Membership

The World Heritage Alliance for Sustainable Tourism (WHA) is a membership-based organization guided by the belief that conscientious efforts by the travel industry and its customers can contribute directly to nature conservation, historic preservation, and poverty reduction in and around World Heritage sites through responsible tourism.

World Heritage Alliance members participate in and commit to the following initiatives:

- Foster cultural, social, environmental and economic sustainability in their businesses;
- Encourage customers to explore World Heritage sites in a responsible way; and
- Support community development in and around World Heritage sites.

Application

Membership to the World Heritage Alliance for Sustainable Tourism is highly selective. It is important that we learn as much as possible about your company, current activities, and future goals in order to determine the most effective means of collaboration.

All prospective members must first submit a two-part application by:

- **Completing the WHA application form.**
The application form allows you to share and explain your current activities with us. We strongly suggest that you also support your application with brochures or documentation outlining your company's environmental and social policies or other records that exemplify your company's commitment to responsible tourism and World Heritage conservation.
- **Submitting 3 letters of recommendation from third parties.**
Third parties could include, but are not limited to, non-governmental organizations, governmental bodies, media outlets, and community associations. Strong letters of recommendation will address your company's commitment and activities surrounding the environment, culture, interaction with World Heritage sites, social responsibility, traveler education, and/or community support.
- **Application Review.**
After receiving your completed application and letters of recommendation a representative will contact you directly to assist in answering your questions surrounding WHA. This is also a time to ensure we have the necessary information and sound understanding of your company's goals in order to make an informed membership decision.

Approval Process

Once your application is received the approval process will begin. Members can be publicly recognized within the WHA family after all of the below steps are finalized.

- **Approval by the WHA Governing Body.**
Applications will be presented to the WHA Founding Partners for final approval on a quarterly basis (due dates: March 31, June 30, September 30 and December 31). Applicants will be notified for both positive and negative responses one month after application due dates.
- **Agreement.**
Approved applicants will develop an Agreement with the United Nations Foundation, on behalf of the World Heritage Alliance for Sustainable Tourism. Agreements- based on the World Heritage Alliance Commitment Framework- will outline specific activities and timelines of both parties toward our common goal of promoting and preserving World Heritage sites through sustainable tourism. The UN Foundation will send approved applicants a draft Agreement for the applicant's review and input.
- **Self-Assessment and Priority Areas.**
Approved industry members are required to undergo a self-assessment provided by the WHA to evaluate their current sustainability practices. This will allow members to track their successes through their entire WHA membership. Based on the self-assessment and interests of the company, the approved member will develop goals and identify priority areas to begin implementing their WHA commitments.
- **Membership Fee.**
Membership fees are based on annual revenue and should be discussed on an individual basis with the WHA Secretariat.

Contact Information

Please direct your application and communications to:

World Heritage Alliance
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To learn more about the World Heritage Alliance for Sustainable Tourism please visit www.worldheritagealliance.org.