



World Heritage Alliance Membership Process

Promoting and preserving World Heritage through sustainable tourism

Thank you for your interest in the World Heritage Alliance. Please understand that membership to the World Heritage Alliance is very selective, so the membership process can take up to a couple months. We appreciate your continued interest and cooperation throughout the process. This document outlines the steps and expected timeline to becoming a World Heritage Alliance member.

Interest Form

- Please fill out and submit the member interest form at www.worldheritagealliance.org. *We will respond to your inquiry as soon as possible. If you have immediate questions please contact Andrea Gough at agough@unfoundation.org.*

Member Interest Questionnaire

- Prospective candidates of the WHA will be asked to complete a questionnaire. As you are already aware, all World Heritage Alliance members must adhere to the World Heritage Alliance Principles, which ensures their commitment to positively impacting the destination, promoting social responsibility, enhancing tourist experiences and supporting community advantage. By answering the WHA Member Interest Questionnaire, prospect members have the opportunity to elaborate on their current sustainability practices and to share ideas on how the WHA can assist in meeting the common goals of the prospect member and the Alliance.

Please reply to these questions within a week of receiving them. Responses should be emailed to Andrea Gough at agough@unfoundation.org.

Reviewing Favorable Prospects

- Once the World Heritage Alliance receives responses to the WHA Member Interest Questionnaire the founding members will review the application.
- Favorable candidates will be asked to submit three **letters of recommendation** by reputable third parties. Third parties could include, but are not limited to, non-governmental organizations, governmental bodies, media outlets, and community associations.

The WHA will notify prospects of their membership status within 3 weeks.

Approval of New Members

- Approved members will then begin a series of communications to discuss specific commitments. Membership proposal and suggested work plans will be generated jointly by the WHA and prospect member.
- As these commitments are developed, the UNESCO World Heritage Centre will be consulted to ensure compliance of WHA members' activities with the goals of the World Heritage Centre and Convention.
- At this point, a formal agreement will be developed with the new member.

Development and accord on a final formal agreement is expected to take no more than one month.