



ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

THEME ALLOCATED: World Heritage Sites	
PARTNER ORGANISATION: SAN	
TITLE OF THE WEBQUEST: Stakeholders Involvement and Management in World Heritage Sites (Advanced)	
<p>INTRODUCTION:</p> <p>One of the five strategic objectives of the World Heritage Convention is the inclusion of local communities at all stages of the World Heritage process, and an emphasis on rights-based approaches that link conservation, sustainable development, and the protection of human rights. While involving local communities cuts across most sectors of sustainable tourism, it has its own specificities in relation to world heritage sites (WHS). Therefore, knowing these specificities may prove essential should your career lead to working on a WHS. Stakeholders of WHS also include other important actors and institutions such as tourist enterprises, and governmental and non-governmental bodies that one ought to be familiar with.</p>	
<p>TASKS</p> <p>If you are managing or working on a world heritage site, at some point it is likely that you will need to deal and cooperate with other stakeholders such as local communities, tourist enterprises, or governmental and non-governmental organizations (NGOs). In this WebQuest, we will tackle managing the relation with each of those stakeholders.</p> <ol style="list-style-type: none"> 1. Types of world heritage sites 2. Why Involve local communities? 3. Involving communities in cultural world heritage sites 4. Tourist enterprises 5. Governmental, inter-governmental, and non-governmental organizations. 	

PROCESS

Step 1: Types of world heritage sites.

World heritage sites are cultural, natural, or mixed (combining elements of cultural and natural). Refer to the following links for an introductory highlight of WHS, how they are selected, their value and the threats they face. For more detailed material on this please refer to the WebQuest “The Value of World heritage Sites”

[World Heritage Sites - Selection Criteria](#)

[World Heritage Sites Explained](#)

[Natural World Heritage Sites Under Threat – in pictures](#)

[Tourism and WHS in Danger](#)

[Wadi Rum Protected Area](#)

Step 2: Why involve local communities.

Involving local communities is important to the conservation of the world heritage site, for sustainable development and tourism, as well as for the well-being and human rights of the local community itself. The following links will introduce you to the topic on both a general level and also provide arguments on the benefits of including local communities.

[People-Centred Approaches to the Conservation of Cultural Heritage: Living Heritage](#)

[\(PDF\) Impacts of World heritage sites on local communities in the Indian Ocean Region](#)

[\(PDF\) The Role of Local Communities and Well-Being in UNESCO World Heritage Site Conservation: An Analysis of the Operational Guidelines, 1994–2019](#)

Step 3: Involving communities in world heritage sites

Now that you are familiar with the reasoning for including local communities, you can take a closer look at specific areas of world heritage, such as urban heritage.

[Local Communities and Urban Heritage \(Pages 14-21\)](#)

[WHS and Sustainable Communities](#)

Step 4: Tourism enterprises

Tourism can pose a threat to world heritage sites, especially in cases of overtourism, but also has many advantages if managed effectively.

[Tourism and its impacts on conservation – OurWorldHeritage](#)

[Overtourism in UNESCO World Heritage Sites](#)

[Overtourism - The Case of Venice](#)

Step 5: Governmental and non-governmental organizations

Governmental, inter-governmental, and non-governmental organizations are key players in the field of world heritage. The adequate management of WHS requires the cooperation of the public, private, and the third sectors. Using these links, familiarize yourself with some of the main inter-organization and intergovernmental bodies in the field of WHS, as well as a case of an NGO in action.

[Main actors on cultural heritage: Cultural Heritage stakeholders](#)

[The Role of NGOs](#)

EVALUATION

Write down brief answers or bullet points in relation to the following questions:

1. List three advantages of involving local communities in world heritage sites.
2. Elaborate on at least two best practices in relation involving local communities
3. Describe the threats and advantages of tourism on world heritage sites.
4. Give an example from your country or a country that you have lived in on cooperation between a world heritage site and governmental, intergovernmental and/or non-governmental organizations.

Exercise: Design a one-page action plan highlighting how you would involve local communities in a WHS that you are familiar with.

CONCLUSION

Stakeholder involvement and management of world heritage sites had been tackled in some of its main aspects. You can use the above material and skills to better cooperate with various stakeholders at such sites as a member of staff. The information provided in this WebQuest can also assist you in raising awareness on the management of world heritage sites among staff by creating and producing infographics, brochures, posters, material for workshops and training, and presentations for seminars. As a current or potential manager or staff, can you think of other ways this material can be used?

