



ESTET

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

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

ESTET Learning Block	World Heritage Sites		
Service Learning Project Title	Cooperation with Stakeholders	SLP Code	Service Learning Project SLP2.3
Type of resource	Service Learning Project (SLP)	Type of learning	Learning by research
Duration of Activity (in minutes)		Learning Outcome	<ul style="list-style-type: none"> • Become familiar with various types of stakeholders in world heritage sites. • Gain skills in how to involve local communities. • Become familiar with the main challenges and opportunities inherent in balancing between tourism and world heritage sites' conservation
Aim of Service Learning Project?	The aim of the service learning project is to equip VET students with the knowledge and additional skills in stakeholder management at world heritage sites (WHS). Students will be able to identify the key stakeholders and some of the challenges and opportunities present in the relation to these stakeholders.		
Introduction	World heritage sites are an invaluable cultural and/or natural resource for humanity. With the growth in cultural tourism and eco-tourism, the number of visitors to world heritage sites has been steadily on the rise. While this is a positive development, it also poses a challenge to the conservation of these sites. To increase the chances of conservation, stakeholder management is indispensable. Stakeholders include local communities, tourism enterprises, and governmental, inter-governmental, and non-governmental organizations.		
Challenge	<p>First, imagine that you are a manager at a world heritage site in your country or a country that you live in. Second, formulate an action plan to ensure the positive and effective cooperation of a stakeholder of your choice in preserving the world heritage site.</p> <p>Conduct your own research to meet this challenge. You can make use of open-access sources on the internet, your local library, and/or refer to the ESTET videos and WeQuests for guidance, especially those related to WHS as well as others. You can visit the ESTET website at http://estet-project.com</p>		
Assignment	<p>How will you ensure the positive cooperation of one of the following stakeholders?</p> <ul style="list-style-type: none"> • Local communities: <ol style="list-style-type: none"> 1. Can they benefit economically from the WHS? How? 2. Can they be encouraged to protect the cultural and/or natural WHS? How? • Tourism enterprises: 		

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| | <ol style="list-style-type: none">1. How can they be encouraged to find a balance between profit maximization and WHS conservation and protection?• Governmental, inter-governmental, and non-governmental organizations:<ol style="list-style-type: none">1. Can they be relied on to build the capacities, skills, and competences of staff at WHS? In what ways?2. Can they be a source of funding for conserving the sites? How would you convince them to provide this funding?3. How can you learn from and integrate their best practices? |
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