



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	Visitor Management	SLP Code	Service Learning Project SLP2.4
Type of resource	Service Learning Project (SLP)	Type of learning	Learning by research, active learning
Duration of Activity (in minutes)		Learning Outcome	<ul style="list-style-type: none"> • Become familiar with factors behind different visitor flows. • Gain skills in how to manage visitors' numbers. • Being able to raise awareness among visitors on the importance of protecting the world heritage site (WHS)
Aim of Service Learning Project?	The aim of the service learning project is to equip VET students with the knowledge and additional skills in visitor management at world heritage sites (WHS). This in turn will enhance the protection and conservation of the site.		
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, visitor management is crucial.		
Challenge	<p>If you work at a world heritage site, you may face a challenge that runs contrary to the practice of most tourism enterprises – that is, sometimes you will have to get creative in bringing the number of visitors down rather than up! In fact, WHS can not only deteriorate but they can also lose world heritage status if not managed properly and protected.</p> <p>Think of a WHS in your country or the country you live in, then design an action plan to manage visitors in peak season or even unexpected peak numbers.</p> <p>You may use the ESTET videos and WebQuests, as well as conduct your own research to meet this challenge. Alternatively, if you happen to live within proximity of WHS you may interview some of the managers and staff regarding this challenge. Or you could choose to volunteer on the site for a few days and draw your own conclusions. You may visit the ESTET website at http://estet-project.com</p>		
Assignment	<p>How will you ensure that visitor numbers and interaction with the WHS remains within acceptable boundaries?</p> <ul style="list-style-type: none"> • Visitor Quotas <ol style="list-style-type: none"> 1. Which visitors will be entitled to avail of the quota to visit the site? 2. Can there be an alternative for visitors who were not able to avail of the quota, such as a replica or virtual reality experience? • Respecting the Site 		

1. In what ways can you raise awareness among visitors to respect the site? For example, concerning not littering, not carving names into stone or wood, or not stealing from the site.

- Staff Awareness

1. How will you raise awareness among staff about visitor challenges in peak season? Or even an unexpected peak such as when a specific WHS receives many visitors because WHS in neighbouring countries are affected by conflict or natural disasters.

