



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: Management of World Heritage Sites (Advanced)	
INTRODUCTION:	
<p>World heritage sites (WHS) are listed as such because they display “outstanding universal value”, which means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. There are currently about 1150 cultural, natural, and mixed WHS that comprise a vast segment of the tourism sector. While WHS are considered a treasure to humanity, they also need to be protected and conserved. One way of achieving this is through the effective management of the sites. So if you are a manager or a member of staff on a world heritage site, what management tools and practices do you have at your disposal? Let’s see!</p>	
<p>TASKS</p> <p>If you are managing or working on a world heritage site, what skills do you think would prove essential? And what factors do you need to consider?</p> <ol style="list-style-type: none"> 1. Types of world heritage sites 2. Tourism management at world heritage sites, broadly defined. 3. Visitor management 4. Educating staff and tourists 5. Conservation and protection 	

PROCESS

Step 1: Types of world heritage sites.

World heritage sites are cultural, natural, or mixed (combining elements of cultural and natural). Below is an introductory highlight of WHS in terms of value and threats. For more detailed material on this please refer to the WebQuest “The Value of World heritage Sites”

[World Heritage Criteria for Selection -- National Geographic](#)

[World Heritage Sites Explained](#)

[Natural world heritage sites under threat – in pictures](#)

[Tourism and WHS in Danger](#)

[Wadi Rum Protected Area](#)

Step 2: What is tourism management of world heritage sites?

Management concepts, models, and theories are as important for running a tourism business as they are for managing a WHS. Therefore, being familiar with some of the core concepts and practices can prove essential.

[Marketing of WHS](#)

[Management of WHS \(Refer to Chapter 4\)](#)

[Statement of WHS Managers](#)

Step 3: Visitor Management

While human curiosity and the beauty of world heritage sites attract many visitors, this may pose a problem for the conservation of the site. This is why visitor management is a key element of managing such sites.

[WHS in the Era of Instagram](#)

[Visitor Management Before and After Covid 19](#)

Step 4: Raising awareness among staff and visitors on the sustainability of world heritage sites.

An effective and not so costly way of managing and preserving a WHS can be achieved through regular awareness raising on the value and threats of the sites.

[Ways to Raise Awareness](#)

[Interpretation and Meaning \(Pages 6-16\)](#)

[World Heritage Day Every 18 April](#)

Step 5: Conservation and protection of world heritage sites

[International Centre for the Study of the Preservation and Restoration of Cultural Property ICCROM](#)

[ICCROM Videos](#)

[World Heritage Fund](#)

EVALUATION

1. World heritage sites are under threat from:

- a) Natural disasters and climate change
- b) Unorganized development
- c) Armed conflict
- d) Poaching
- e) All of the above

2. Tourism management of world heritage sites involves:

- a) Visitor management
- b) Networking with local communities
- c) Educating staff and visitors
- d) All of the above
- e) Only (a)

3. Visitor management involves:

- a) Restricting the number of visitors based on a quota

- b) Analyzing seasonal visitor flows
- c) Only allowing local visitors
- d) Only allowing international tourists
- e) (a) and (b) are correct

4. Raising awareness of staff and visitors on the value of world heritage sites:

- a) Increases their conservation and sustainable use
- b) Limits threats to the sites
- c) Increases the number of visitors in normal conditions
- d) decreases the number of visitors when the site is in danger
- e) All of the above

Reflection Exercise: Choose an aspect or component of WHS management from those above and write a 500-word reflection on it. Ask yourself:

- What was the main issue I learned from this WebQuest?
- Why is this aspect of WHS management important?
- If I was managing or working at a WHS, how would I go about it? Is there room for innovation?

CONCLUSION

The management of WHS had been tackled in some of its main aspects. As such, you can use the above material to manage or participate in the management of such sites as a member of staff. The information provided in this WebQuest can also assist you in raising awareness on the management of WHS 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 or these skills can be used?

