**Module UNITWIN-UNESCO**

**«Tourism Management of World Heritage Sites»**

**SUBJECTS AND TOPICS**

Subject:

**From cultural management to cultural tourism management**

Content:

• Cartas and conventions, the universal values.

• Identification of stakeholders, in the line of identification of different agents to establish cooperation between them, both locally and internationally.

Subject:

**Tourist planning of urban destinations**

Content:

• Case studies of world heritage cities, analyzing how planning tools are applied.

• Presentation of the network “World Heritage Cities” and some of the programs they develop.

Subject:

**Tourism management of museums and collections**

Content:

• The relationship of world heritage sites with museums is presented, especially through fragile heritage pieces, such as findings in archaeological sites. Also, the importance of interpretation tools in their role of increasing heritage awareness, related to the way of presenting and explaining world heritage sites.

Subject:

**Communication, promotion and marketing of cultural tourism**

Content:

• Communication as a tool to transmit the values ​​and essence of the place, especially those linked to universal values. The UNESCO brand and branding. Does having a World Heritage Site certification help increase visibility? How to articulate an effective marketing strategy? How to increase awareness of the importance of this legacy?

Connecting Subject:

**Tourist management of heritage and world heritage sites**

Content:

• The subject is focused on the management of world heritage sites, with special emphasis on: general plans, management of tourism flows, conservation and impacts generated by the development of tourism activity.

**COMPETENCES/GOALS**

Goal 1: Demonstrate a good understanding of the processes involved in the inscription of World Heritage by UNESCO and the relevant UNESCO conventions related to its protection and management.

Goal 2: Understand of the problems of WHS places through the development of tourism and the practices and behaviors of tourists.

Goal 3: Appreciate the scope of the roles of all the agents involved with World Heritage, focusing especially on the role of local communities.

Goal 4: review the relevant national and local policies for the management of world heritage sites and the management of Tourism.

Goal 5: Identify, analyze and implement effective strategies for the sustainable and culturally sensitive management of tourism to World Heritage sites.

Goal 6: develop a tourism management plan geared to the needs of world heritage and its local communities.

**JOINT ESSAY: CASE STUDY**

The objective of the work is to study how a World Heritage site is managed from a tourism point of view and analyze what impacts the declaration has had on the place. The essay will be presented once all the subjects as well as the fieldtrip have been completed.

**FIELDTRIP**

Two-day obligatory fieldtrip for those students who want the UNESCO certification.

The departure is during the month of March and serves to see in situ different examples of World Heritage sites as well as their management systems.