



World Heritage / Patrimoine Mondial

Name: Sascha

Surname: Bursian

Nationality of author:

Language of thesis: English

Title of thesis: E-Partnerships, a great potential to finance the protection of World Heritage Sites

Type of thesis: M.A. World Heritage Studies

Supervisor of thesis:

Institution of Supervisor:

Brandenburg Technical University (BTU)

P.O. Box 101344, D-03013

Cottbus, Germany

Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:

Problem: In the World Heritage Convention 177 member states have committed themselves to protect their Cultural and Natural Heritage for future generations. Until now about 750 sites are inscribed in the World Heritage List. The financing of the protection is feasible for neither the UNESCO nor the local governments. A new concept of financing must be developed.

Chance: The establishment of a good internet presence is getting more and more important for the UNESCO, all World Heritage Sites and the regional tourist industry (hotels, tour operators, restaurants, etc.). In the future the traditional travel guides of Marco Polo, Lonely Planet, Footprint, etc., will be displaced through digital versions. The tourist will be able to get all needful information via mobile phone and the internet. Until now the presentation of all WH-Sites on the website of the UNESCO is very rare, nevertheless the supplied information is reliable and the website is visited by many people. An improvement of the existing network by the addition of helpful and interesting information for the tourist would be a great chance for the UNESCO to establish E-Partnerships, which can finance the protection of World Heritage Sites.

Project: In my work concepts for the establishment of E-Partnerships and a World Heritage Site Network should be developed. The basis builds the current homepage of the World Heritage Centre in Paris, which until now supplies only brief information about specific WH-sites. This page should be enriched with additional information for the tourist, which doesn't affect the "universal value" of World Heritage and the corporate identity of the UNESCO. On the website local tourist enterprises are allowed to put their link on, if they decide to participate in an E-Partnership with the UNESCO. The money that goes out of these partnerships should finance the project and support the protection of World Heritage Sites.

In the theoretical part of my work a management proposal for the implementation of the project should be developed. The

establishment of E-Partnerships should be the most important issue of the study. Along a project cycle the following topics should be discussed:

- Identification of the overall objective and purpose
- Identification of the stakeholders
- Identification of partner organisations
- Identification of responsibilities
- Formulation of management strategies
- Setup of a time frame
- Technical effort
- Staff
- E-Partnerships
- Financing (through the E-Partnerships)
- Feasibility
- Profitability
- Implementation of the project
- Sustainability
- Evaluation, Conclusion

The practical part of my work should be a web-proposal for the establishment of a World Heritage Site network. For the design of a html-based website the following points should be taken into consideration:

- the corporate identity of UNESCO
- information demand of the tourist
- great balance of the amount of information
- Identification of different WH-site types
- Language concept
- usability
- Standardisation of the Design and Data
- simplification of the structure

The website should include (among other things):

- an electronic world map (GIS)
- an alphabetic list
- reliable information, maps and pictures of the sites
- electronic visitor counter
- an attractive site for the E-Partners

Five examples of famous World Heritage Sites should be integrated in the proposal.