



World Heritage / Patrimoine Mondial

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

Heritage visitor attractions are cultural treasures and have been becoming more popular amongst visitors since the late 1980s. If a heritage visitor attraction is designated as a World Heritage Site, the attraction generally acquires positive results such as further popularity amongst visitors and an increase in revenue. However, it might also have a negative impact such as making conservation more difficult for the attraction. It is a common task for all cultural World Heritage Sites to keep a delicate balance between visitation and conservation. Hence, visitor management is vital for heritage visitor attractions, especially for ones designated as World Heritage Sites.

This research looks at Maritime Greenwich, which was inscribed as a cultural World Heritage Site in 1997. Maritime Greenwich is not a building but an area defined with boundaries. Therefore, there are many places to visit managed by various organisations and this peculiarity makes the visitor management of Maritime Greenwich more challenging. Mr. Geoffrey Belcher, a World Heritage Co-ordinator for Maritime Greenwich, states that one of their most difficult challenges has been to reconcile the different aspirations of the various agencies in the site, and visitor management is a key issue at the present.

This research examines not only visitor management itself but also other deeply related issues such as World Heritage Site status, conservation, traffic, the aspirations of each organisation, interpretation, waiting, admission charges, thoughts of site managers and operations from the site managers' point of view. This research was carried out mainly in the form of a questionnaire (basically face-to-face style; if impossible, e-mail exchanges) and supplemented by visitation, observation, interviews with site managers and acquisition of data from them.

The results of this research indicate the various thoughts of the managers and organisations. World Heritage Site status is not regarded by managers as a very important factor for visitors to Maritime Greenwich. The level of the integration of various organisations to enhance the visitor experience is not high. The needs of each attraction's visitor management plan are divided into two groups. "Conservation" and "Increasing revenue" are the most significant objectives of the organisations on the whole, but there is a difference of opinion on "Offering

entertainment and leisure". Orientation from "Service Factory" to "Professional Service" exists in all organisations, although degrees of orientation are diverse. Managers who view their activities as products sold to customers are in the minority.

The recommendation, in the last section of this thesis, suggests what kinds of measures the managers in the organisations should implement as professionals who are responsible for the future of Maritime Greenwich.