

Cultural Heritage Management

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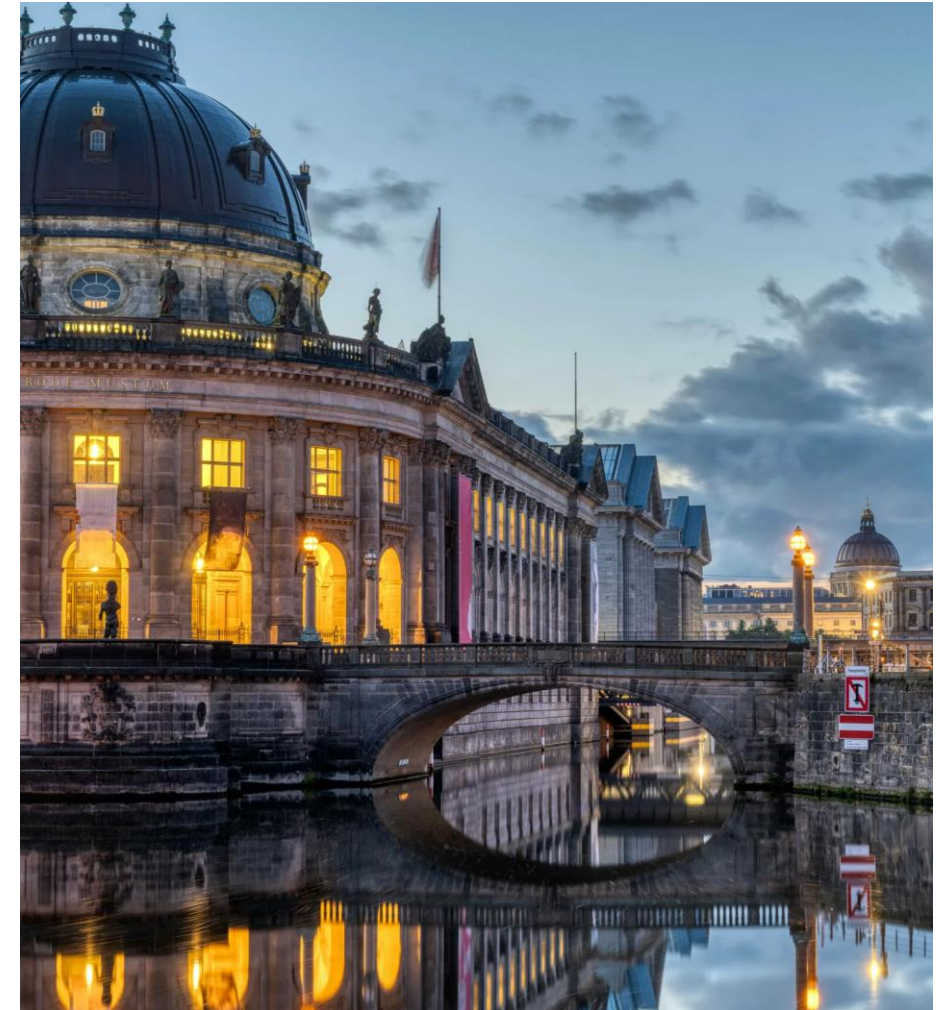


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Outline

1. On the Meaning of Carrying Capacity
2. Methods for Assessing Carrying Capacity
3. Management Strategies of Carrying Capacity
4. SWOT Analysis
5. SWOT Analysis: The Case of Zee Ain



1- On the Meaning of Carrying Capacity

**Defined by the UN World
Tourism Organization
(UNWTO):**

- “The maximum number of people that may visit a tourist destination at the same time without causing destruction to the physical, economic, and socio-cultural environment, and an unacceptable decline in visitor experience.”



1- On the Meaning of Carrying Capacity

Modern Perspectives:

- Shift focus from visitor numbers to the acceptability of impacts caused by visitation.
- **They prioritize factors such as:**
 - **Biophysical Characteristics**
 - Soil erosion, vegetation damage, landscape/topography sensitivity
 - **Social Aspects**
 - Visitor behavior, group size, travel mode, seasonality, and crowding perceptions
 - **Management Policies**
 - Zoning, visitor use limits, regulations, infrastructure capacity

1- On the Meaning of Carrying Capacity

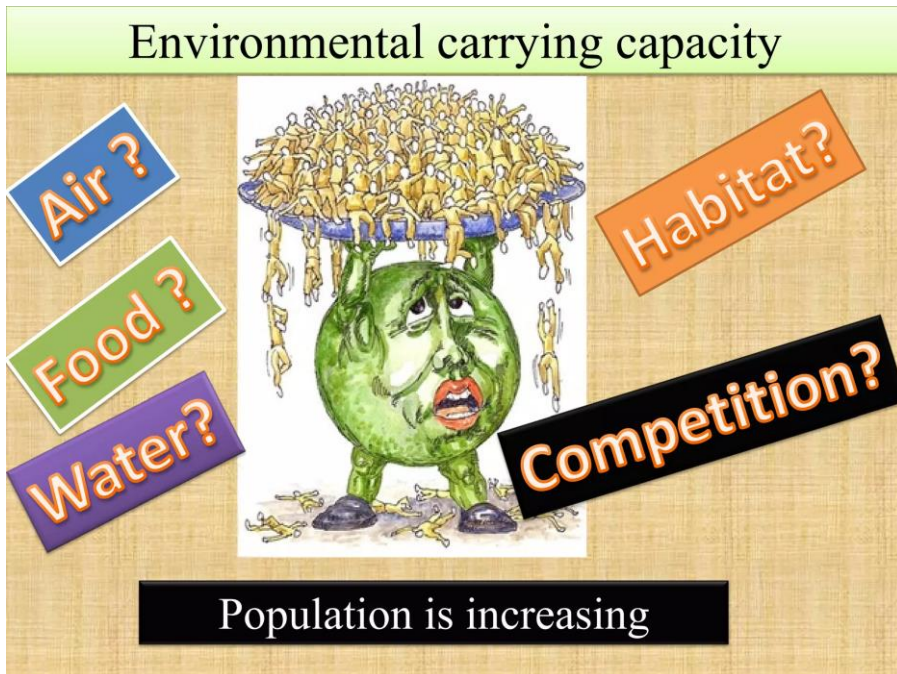
Why Carrying Capacity Matters for Heritage Sites?



- Protects authenticity and integrity
- Reduces physical deterioration of monuments and landscapes
- Maintains visitor satisfaction
- Prevents conflicts with local communities
- Supports long-term sustainability

1- On the Meaning of Carrying Capacity

Types of Carrying Capacity:



A- Physical Carrying Capacity

- Maximum number of tourists a site can physically accommodate
- Beyond this limit, environmental degradation may occur

B- Ecological Carrying Capacity

- Focuses on tourism's impact on natural ecosystems
- Ensures long-term sustainability of resources

1- On the Meaning of Carrying Capacity

Types of Carrying Capacity:



C- Psychological Carrying Capacity

- Concerns visitor satisfaction and perception
- Varies depending on tourist type, destination, and crowd levels

D- Social Carrying Capacity

- Social and cultural effects on local communities
- Includes residents' attitudes toward tourism and changes in daily life

1- On the Meaning of Carrying Capacity

Types of Carrying Capacity:

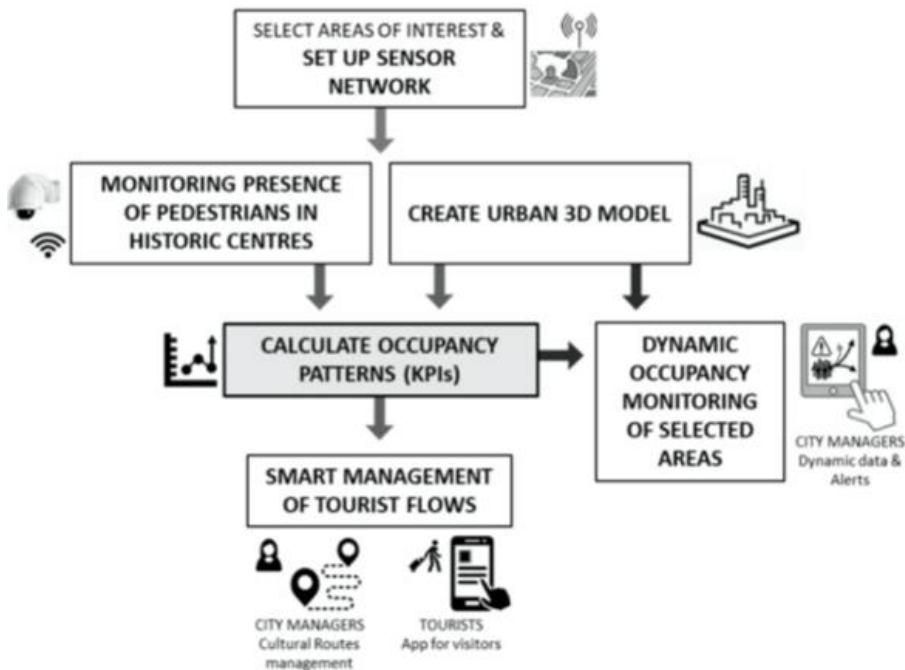


E- Economic Carrying Capacity

- Ability to support tourism without harming other local economic activities
- Weighs profitability against opportunity costs and community well-being

2- Methods for Assessing Carrying Capacity

Methods for Assessing Carrying Capacity:



- Carry capacity includes several assessment methods, such as:

- Visitor counting and monitoring
- Observation of congestion points
- Surveys of visitor satisfaction
- Environmental impact studies
- Consultation with local communities and stakeholders

3- Management Strategies of Carrying Capacity

Methods for Assessing Carrying Capacity:

Reservations and Permits:

- Control access by requiring advance booking.

Timed Entry:

- Stagger arrivals to reduce crowding.

Capacity Limits:

- Set max visitor numbers per site/activity.

Alternative Options:

- Promote less-visited areas or activities.

Education:

- Inform visitors about low-impact behavior.

4- SWOT Analysis

What is SWOT Analysis?

- SWOT Analysis is a strategic planning tool used to evaluate the current situation of an organization, project, destination, heritage site, or management system.
- It helps decision-makers identify internal and external factors that



4- SWOT Analysis

Why SWOT is Useful?

- Supports evidence-based decision-making
- Identifies management priorities
- Connects assessment with strategy development
- Widely used in heritage, tourism, museums, and cultural institutions

4- SWOT Analysis

SOWT anaylysis Dimentions



Strengths

- Internal characteristics that contribute positively to the heritage significance, management, and visitor experience of the site.

Weaknesses

- Internal limitations or challenges that may affect the site's conservation, management, or interpretation.

4- SWOT Analysis

SOWT anaylysis Dimentions



Opportunities

- External factors that could enhance the site's conservation, visibility, community engagement, tourism development, or educational value.

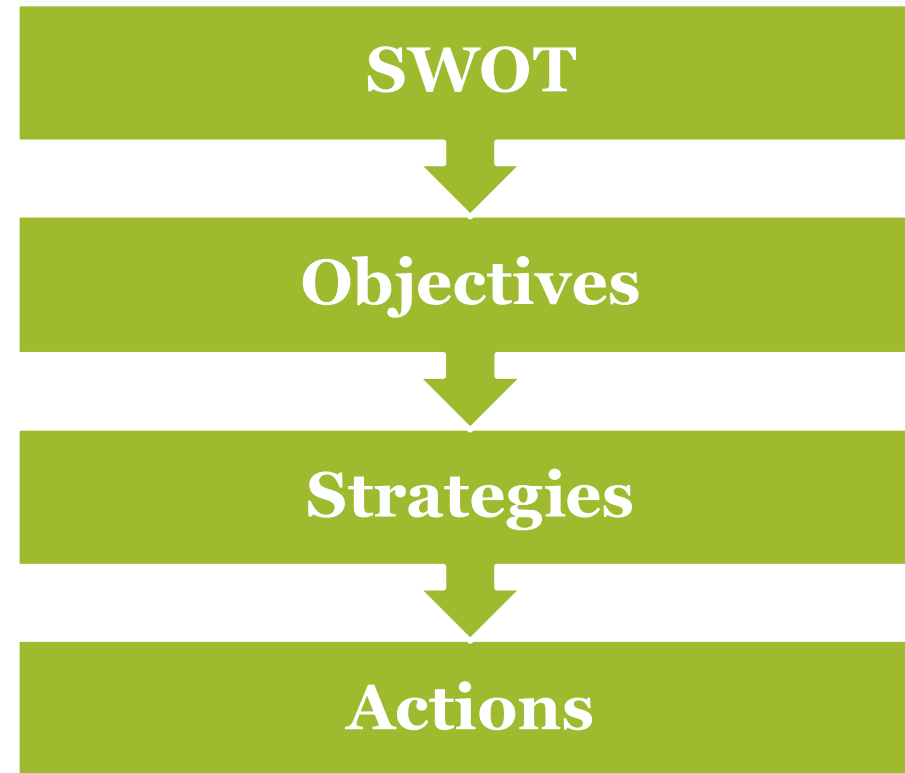
Threats

- External factors that may negatively affect the site's integrity, authenticity, management, or long-term sustainability.

4- SWOT Analysis

Conducting SWOT

SWOT → Objectives → Strategies → Actions



4- SWOT Analysis

Stakeholder Analysis and SWOT

- Who identifies strengths?
- Who identifies threats?
- Why different stakeholders may produce different SWOT analyses?

5- SWOT Analysis: The Case of Zee Ain

A- Strengths

Strength	Objective	Strategy	Action
Outstanding traditional stone architecture and strong visual authenticity	Preserve architectural authenticity and integrity	Implement preventive conservation and regular maintenance	Conduct annual condition assessments and establish a conservation schedule
Strong tourism appeal and national recognition	Enhance visitor experience while safeguarding heritage values	Develop sustainable tourism management measures	Improve visitor interpretation, signage, and guided-tour programs

5- SWOT Analysis: The Case of Zee Ain

B- Weaknesses

Weaknesses	Objective	Strategy	Action
Limited interpretation and educational materials for visitors	Improve public understanding of the site's significance	Develop comprehensive interpretation programs	Install multilingual interpretation panels and create digital visitor guides
Limited community participation in heritage management	Strengthen local stakeholder engagement	Establish community-based management mechanisms	Create a local heritage advisory committee involving residents

5- SWOT Analysis: The Case of Zee Ain

C- Opportunities

Opportunities	Objective	Strategy	Action
Growing cultural tourism sector in Saudi Arabia	Increase sustainable heritage tourism	Position Zee Ain as a key cultural tourism destination	Develop heritage tourism packages linked to regional attractions
Increased interest in local traditions and intangible heritage	Safeguard and promote living heritage	Integrate intangible heritage into visitor experiences	Organize traditional craft demonstrations and cultural festivals

5- SWOT Analysis: The Case of Zee Ain

D- Threats

Threats	Objective	Strategy	Action
Overtourism during peak seasons	Maintain carrying capacity and visitor quality	Implement visitor management measures	Introduce visitor monitoring and regulate visitor flows during peak periods
Loss of traditional knowledge and local cultural practices	Preserve intangible cultural heritage	Support intergenerational knowledge transfer	Develop educational programs and community heritage workshops

Thank you



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