

TOUR OPERATION

LEVEL-III

Based On March, 2022, Curriculum Version- I



Module Title: Overview of international Destinations

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Page 1 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1 December, 2022
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Table of Contents

Acronyms.....	3
Introduction to the module	4
Unit One: Develop knowledge of international destinations	5
1.2. Sources of information.....	6
1.2.1. Destination and product library	6
1.2.2. Internet and intranet	6
1.2.3. Government tourism authority information systems	6
1.3. Information on the features	9
1.3.1. Major cities, towns and tourist areas and precincts	9
1.3.2. World major man-made tourist attractions.....	38
Self-check-1	89
Unit Two: Update knowledge of international destinations	91
2.1. Techniques to update information	92
2.1.1. Liaise with trade and general media	92
2.1.2. Attending product launches.....	93
2.1.3. Attending promotional seminars.....	93
2.1.4. Familiarizations	94
2.2. Feedback on international destinations experience	94
2.3. Share update information with colleagues	95
Self-check-2	97
Unit Three: Provide information and advice on international destinations	98
3.1. Specific advice needs	99
3.3. Source of Health and safety information	100
3.3.1. Travel warning advice.....	100
3.3.2. Health advisory notices and vaccination information.....	103
Self-check-3	104
Reference	105

Page 2 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

Acronyms

UNESCO -United Nation Education science and cultural organization

IATA -International Air Transport Association

IATA -International Air Transport Authority

ICAO -International Civil Aviation Organization

NYC -New York City

NTO -National Tourism Organizations

STB -Singapore Tourism Board

Page 3 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Introduction to the module

This module describes the performance outcomes, skills and knowledge required to source and provides information and advice for international destinations, including general product information such as what types or styles of product can the destination offer. The module requires the ability to identify appropriate information sources and research destinations in order to develop, update and maintain a general destination knowledge base relevant to the industry sector and job role.

Module units

- Information on international destinations
- Update international destinations information
- Advice on international destinations information's

Learning objectives of the Module

At the end of this session, the students will able to:

- Develop knowledge of international destinations
- Update knowledge of international destinations
- Provide information and advice on international destinations.

Module Learning Instructions:

- Read the specific objectives of this Learning Guide.
- Follow the instructions described below.
- Read the information written in the information Sheets
- Accomplish the Self-checks

Page 4 of 105	Author/Copyright	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

Unit One: Develop knowledge of international destinations

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

1.1 Sources of information

- .1.1. Destination and product library
- .1.2. Internet and intranet
- .1.3. State , federal and international government tourism authority information systems

1.2 Information on the features

- Major cities, towns and tourist areas and precincts
- Major man-made tourist attractions

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

1. Identify and access sources of information on international destinations
2. Obtain information on the features of international destinations

Page 5 of 105	Author/Copyright	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

1.1.Sources of information

1.1.1. Destination and product library

The Destination and product Library is a collection of images, videos and editorial content showcasing destinations and experiences across the globe.

The product Library provides the tourism industry, travel media, government agencies and select commercial partners with a range of assets that can be used to promote the glob as a travel destination.

1.1.2. Internet and intranet

The Internet is a wide network of computers that is available to all, whereas an Intranet is a network of computers designed for a certain group of users .Internet is a public network, and Intranet is a private network. The Internet contains various sources of information, while Intranet only contains group-specific information. The number of internet users is very high, but the number of users of the Intranet is limited. Anyone can access the internet, while Intranet is accessible only by the organization employees or admin who have login details.

1.1.3. Government tourism authority information systems

With the tourism industry playing a pivotal role in growing the economy of countries in most regions, it is not surprising that a range of industry specific bodies have been established to cater to the needs of industry.

These different industry bodies have different roles and functions; however they share a common goal. This is to ensure the tourism industry:

- Provides a safe and secure offering to its customers
- Is regulated and operates in a legal and compliant manner
- Provides quality products and services to its customers
- Employs staff who have the necessary knowledge, skill relevant to the current industry needs and expectations

Page 6 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Ministries of Tourism

Each country within the region will have a dedicated government ministry specifically focused on the tourism industry. Their role is to regulate and manage the industry. A Ministry of Tourism is normally responsible for the formulation of national policies and programs and for the co-ordination of activities of various governments and the private sector for the development and promotion of tourism in the country.

The Ministry may co-ordinate special initiatives including:

- Dedication and allocation of government funding to tourism initiatives
- Providing information on new laws and regulations
- Establishing service excellence awards
- Publishing and managing tenders for tourism projects
- Selecting and managing heritage sites.

Tourism Boards

In some countries such as in Singapore, a „tourism board“ has been established. It is called the Singapore Tourism Board. The primary task of STB when established was to coordinate the efforts of hotels, airlines and travel agents to develop the fledgling tourism industry of the country. Later, the STB began to initiate new marketing ideas to promote Singapore's image abroad. The board created the Merlion, a symbol based on a Singapore mythical legend that became an icon of the Singapore destination. The board also has been providing travel agent licensing and tourist guide training. The STB actively promotes the development of infrastructure, including the building of hotels and tourist attractions such as the Jurong Bird Park and Sentosa which has now become a popular resort island for both tourists and local visitors. The boards also market the city as a convention venue and organize events to attract visitors.

Page 7 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Industry Authorities

Authorities are established, either by a government or working closely with government to provide services relating to the tourism industry. One such example is the „Tourism Authority of Thailand – <http://www.tourismthailand.org/about-thailand/>. It is the official travel information website for tourists visiting Thailand and contains all information to ensure visitors have all the necessary information to help them plan and enjoy their travel experience.

Industry Associations

Industry associations are bodies that all businesses can elect to join that serve specific and over-arching industry sectors. These bodies provide businesses with a variety of services which can include:

- Representing the industry – this means they act as an industry spokesperson to unions, the media and government
- Legal advice – about industrial relations issues, OH&S Training – to management and operational staff
- Industry standards/benchmarks – which member bodies can elect to implement as their standard practice
- Cost savings – by virtue of establishing for their members a range of discount rates for products and services from industry suppliers.

Many have newsletters, magazines or regular mailings of some sort to keep the membership up-to-date with what’s happening. Ask you supervisor if your workplace is a member of such a body and ask if you can read the newsletters etc.

Industry associations include:

- Australian Federation of Travel Agents – www.afta.com.au
- International Air Transport Association – www.iata.org
- Pacific Asia Travel Association – www.pata.org

Page 8 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Industry Unions

In the same way that industry associations represent the interests of business, the unions represent the interests of employees. Joining a union is voluntary and all employees have a right to do so if they wish. Unions can be an excellent source of information about job vacancies, work obligations and entitlements.

1.2. Information on the features

1.2.1. Major cities, towns and tourist areas and precincts

The world is full of fabulous cities. You can spend a lifetime visiting the greatest cities in the world and still not see them all. But when it comes to international cities, not all were created equal. The world has an upper echelon of city environments that set the bar for the rest of the world.

The best cities to visit are often home to some of the world's most iconic sites and are found around the globe, from Asia and Europe to the Middle East and the Americas. For travelers hoping to find inspiration for their next trip, here is a list of some of the top cities in the world to visit.

1. Paris, France



Figure 1. View over Paris

Page 9 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Paris, France remains one of the most loved cities to visit in the world because it is an iconic destination for grand life events, like milestone vacations, engagements, celebrations, and honeymoons. It is also an easy place to visit for quick getaways, with regular flight schedules and tours available.

Many travelers enjoy Paris for the art and go to see the galleries and museums, like the Louvre Museum and the Musee d'Orsay. Some travelers go to Paris because it is a bucket list destination for many people. They want to see the Eiffel Tower, the Notre-Dame Cathedral, and the Arc de Triomphe in person.

Paris is notoriously a city of romance, so many marriage proposals happen frequently in Paris, and honeymooners enjoy vacationing with a romantic cruise down the Seine River.

The time of year you visit may determine some of your activities, but even in winter there are plenty of things to do in Paris.

2. New York City, USA



Figure 2. Central Park in New York City

There are so many elements that make New York City one of the best cities in the world. The city and the Statue of Liberty that travelers see as they arrive is symbolic of

Page 10 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

the culture and freedom that America stands for. The Big Apple is the financial hub of the United States, with Wall Street and international businesses.

Most people visit New York City just to be a part of the city scene. It is where people go to make dreams come true, with experiences like seeing a Broadway show, watching the famous ball drop on New Year's Eve in Times Square, and taking part as a spectator watching the elaborate floats go by in the Thanksgiving Day parade.

New York City is where things happen, and travelers enjoy having a taste of that excitement. It's another one of those great bucket list destinations that you can visit at any time of year, even winter in NYC is fun.

3. London, England



Figure 3. Big Ben and Westminster Bridge in London

There is never a lack of intrigue or interest in London as a destination which makes it one of the most touristic cities in the world. The Royal intrigue is one of its main draws, as thousands of tourists descend on Buckingham Palace to get a brush with the British monarchy.

Millions of tourists visit London each year and tour the top attractions, like the Tower of London, Westminster Abbey, and St. Paul's Cathedral. Part of what makes London such a treat to visit is its public transport system, which makes it easy to get from one

Page 11 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

place to another without a car. With so much to see, it is easy to stay mobile in London to visit popular landmarks in a single day, like the Tower Bridge and the Skydeck at The Shard 800 feet above the city .

London is also revered for its neighborhoods and famous markets, like the Borough Market, operating since the 13th century, and the Camden Market, with small vendor stalls selling food and local goods.

4. Bangkok, Thailand



Figure 4. Wat Arun temple at dusk in Bangkok

The bustling city of Bangkok, Thailand is one of the top tourist cities in the world, with nearly 24.1 million visitors a year. The city is usually the first stopping point for anyone touring through Thailand. Bangkok has an exciting mix of packed subways, huge skyscrapers, temples, historic architecture, lavish gardens, palaces, and almost nightly sporting events, like kickboxing, that draw thousands of fans.

Bangkok has a lively atmosphere, even during the daylight hours. Travelers on a budget can find cheap entertainment, shopping bargains, and low-cost accommodations especially in the area of Khao San Road.

Page 12 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Travelers with unlimited budgets can find everything on the opposite end of the spectrum, from luxury hotels to extravagant shopping at high-end stores at the Siam Paragon Mall.

The city is also popular for more traditional experiences, like the floating markets and Thai massage parlors where you can get an hour of relaxation for less than \$10 dollars.

5. Hong Kong, China



Figure 5. Hong Kong

Hong Kong is one of the most famous cities in the world. It has remained so for more than a decade and continues to attract travelers. With an estimated 29.2 million visitors a year, the city has a stronghold over other cities in the world when it comes to attracting travelers. Hong Kong is a convenient holiday destination, and its shopping, especially for bargains, is unmatched.

Hong Kong is one of the most popular cities in the world, but it is also one of the most expensive places to travel if you plan to stay in the heart of the city. If you stay just beyond the main tourist areas in places like Jordan or Kowloon, you can find slightly less expensive accommodations.

Page 13 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Some of the other reasons travelers flock to Hong Kong include: an easy public transportation system, so there is no need to drive; massive theme parks; 24-hour dining; the world's largest skyscrapers; bargain shopping for high-end goods; and beaches and mountains that are quickly accessed just outside the city. You can even find beautiful hiking trails in Hong Kong.

Hong Kong also holds fascination for unusual finds that are just plain interesting, like a 24-karat solid gold toilet inside a Hong Kong jewelry company and a beautiful tunnel of pink flowers located inside the Un Chau Estate public housing complex.

6. Dubai, United Arab Emirates



Figure 6. Camels on Jumeirah beach in Dubai

Dubai in the United Arab Emirates is synonymous with luxury lifestyles. While Dubai is a large global business center, people enjoy vacationing among the rich and the attractions that cater to them. Dubai is home to the world's tallest building, the Burj Khalifa, and it's where tourists find some other attractions that are among the largest in the world, like the shopping malls and aquarium.

Dubai's grandiose fantasy atmosphere is what travelers want to experience. From over-the-top luxury hotels and resorts to the urban green space like the Dubai Miracle

Page 14 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Garden, the sights, sounds, colors and other sensory experiences in Dubai are unlike any other destination.

Dubai's nightlife and world-famous beaches are also draws for visitors, who come to enjoy kicking back among the natural and man-made beauty of this extravagant city.

6. Singapore



Figure 7. Singapore skyline and marina at sunset

The small Asian country of Singapore attracts travelers year-round, and its popularity is growing. The island of Singapore has a stunning blend of historic culture with old buildings nestled in among large skyscrapers. There is a charm between the old and the new in the way that small neighborhood shopping districts exist between the mega luxury shopping malls that Singapore is known for.

The beauty of Singapore is another reason people visit. The Super trees in the vertical gardens and the artistic green displays in Gardens by the Bay have a wow factor as they light up the city. Singapore is known for its vast amount of green space, with urban gardens like the Singapore Botanic Gardens, National Orchid Garden, and the Cloud Forest.

Page 15 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Besides a visually beautiful location and so many things to do, Singapore is a clean and safe city, which gives it high appeal for travelers.

8. Rome, Italy



Figure 8. The Colosseum at sunset in Rome

Rome is one of those destinations that sits on many travelers' must-see someday lists. The culture of Rome and its historic architecture are its main draws. The Colosseum, Pantheon, Trevi fountain, and the Vatican usually top the list of things vacationers want to check off their list.

Besides the famous cultural sites, visitors head to Rome for its famous homemade Italian food, from fried artichokes to homemade pasta. Tourists like to try authentic Italian cuisine and feel like a local. The monuments and artwork throughout Rome are also a draw for visitors who want to step inside some of the oldest museums in the world.

Make your base here and enjoy day trips from Rome to surrounding towns or out the nearby beaches.

Page 16 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

9. Macau, China



Figure 9. Macau skyline at night

Macau in southern China has become one of the most visited cities in the world, especially among the rich. There are several reasons for this: First, because Macau has become a thriving investment metropolis, the people traveling for business are also spending time in the city, connecting with the locals and enjoying the more pleasure-filled side of things like shopping, sightseeing, and sports car racing.

The other reasons Macau is popular is because of its culture. Its small footprint of nearly 12 square miles is a multicultural mecca, with a blend of Asian natives and European influences in the people, shops, and local food. The UNESCO World Heritage Site of the Old Town is a prime example.

Macau is also famous for its beautiful beaches and urban gardens like Casa Garden and Sun Yat Sen Park.

Page 17 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

10. Istanbul, Turkey



Figure 10. Istanbul, Turkey

One of the most famous cities in the world is Istanbul, Turkey, so it makes sense that people want to visit. The city is filled with historic mosques and palaces surrounded by cafés, shops, and chic hotels. The relaxed vibe in Istanbul attracts a crowd that enjoys afternoons hanging out and sipping tea or uncovering a vintage find at a local thrift store.

Visitors enjoy uncovering the historic and modern mix in local neighborhoods. The historic Sultanahmet District and the touristic Istiklal Caddesi area are two examples. Istanbul is also popular because of its elegant scenery. The artistic architecture of the homes along the Bosphorus Strait is one of the most picturesque sites in Turkey.

Page 18 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

11. Kuala Lumpur, Malaysia



Figure 11. Kuala Lumpur

The capital city of Malaysia, Kuala Lumpur welcomes about 13 million visitors a year. It is a city with museums and ties to its culture in places like the Old Market Square, yet it is balanced by the edgy architecture of the Petronas Twin Towers and mega shopping malls. The city is always "on," so you can find a nightlife scene anytime of the day as you take in meeting the locals, dining, and watching sporting events.

The appeal of Kuala Lumpur is in part because of its ultra-modern city but also for the natural beauty that surrounds it. There are popular attractions that highlight the wildlife of the region, from the Aquaria aquarium and the Kuala Lumpur Bird Park to the KL Butterfly Park. There are also many elaborate urban parks throughout the city and around the River of Life waterfront.

Page 19 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

12. Delhi, India



Figure 12. Tomb of Safdarjung in New Delhi, India

India is such a big country and is so popular with tourists that several of its main cities are among the most visited cities in the world, including Delhi. One of the reasons Delhi is popular is because it is close to a number of other top experiences in India, so it is a convenient base.

Delhi has many religious landmarks that attract tourists, like the Swaminarayan Akshardham and Gurudwara Bangla Sahib. Delhi is known for its markets, selling inexpensive wares and street food, where tourists enjoy finding nice bargains.

Delhi is only a few hours from Agra, where vacationers can take a day trip so see the Taj Mahal.

Page 20 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

13. Tokyo, Japan



Figure 13. Temple Gate in Tokyo

The metropolis of Tokyo in Japan is one of the most exciting cities in the world, which is why millions of tourists go there every year. What makes Japan so popular is the whirlwind of eye-popping attractions, from ancient temples and Anime to the Tokyo Skytree broadcast tower.

Tokyo has the world's most famous and biggest fish markets, and exquisite and artful sushi. Japanese culture is colorful and playful, and that is reflected in Tokyo's parks, museums, and malls. Tourists are attracted to the opportunity to learn more about traditional Japanese culture with experiences like trying on kimonos.

Page 21 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

14. Antalya, Turkey



Figure 14. Duden Waterfall in Antalya

The Mediterranean Sea sitting against the backdrop of beautiful Antalya, Turkey makes it a desired vacation spot for travelers. From the beautiful sand beaches and warm weather to the waterfalls, cliffs, and sunsets, it is a perfect vacation.

Lara and Konyaalti beaches are the most popular and are easily identified by the many luxury resorts that line the coast. History buffs visit Antalya to explore the ruins of the Aspendos, an ancient city dating back to AD 16. The town is a mix of mosques, ruins, cafés and an old town square where locals congregate.

Page 22 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

15. Mexico City, Mexico



Figure 15. Palacio de Bellas Artes, Mexico City

Mexico City has risen in the ranks over the years to be recognized as one of the greatest cosmopolitan capitals in the world. If you want culture, cuisine, the arts, architecture, history, and glamorous hotels, Mexico City checks every single box.

Mexico's capital has been the political and cultural center of its universe since the pre-Columbian days, back when it was called Tenochtitlan and was the main city of the Aztec Empire. Today Mexico City is built upon the strata of time, showcasing everything from archaeological ruins to ornate Spanish architecture, and the glamorous design of the 21st century.

From the incredible time capsule that is the Centro Historico to the cultural institutions, like Palacio de Bellas Artes, to the hip, bohemian streets of the Condesa and Roma neighborhoods, Mexico City has something to offer everyone.

Page 23 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

16. Moscow, Russia



Figure 16. View of the Kremlin and St. Basil's Cathedral in Moscow

Moscow, Russia is a juxtaposition of grand, ornate imperial culture, set against frenetic, modern urban energy. This is where the heart of Russia beats, from the Kremlin and Red Square to the bubble-topped domes of St. Basil's Cathedral, the Art Muzeon, and the glamorous Bolshoi Theatre.

So much of Russia's history is woven into the fabric of Moscow's design. The city has more than 600 Orthodox churches in its streets. Museums tell the stories of the tzars, the Soviet days, and the present.

It's all about sensory overload in Moscow, and it's the perfect introduction to discovering what makes Russia the country that it is today.

Page 24 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

17. Porto, Portugal



Figure 17. Porto, Portugal

Sliced by the winding Douro River, Porto, Portugal is one of the most beautiful European cities. Colorful buildings and red-tiled roofs rise up over the hills from the river's edge. Porto is as charming as it is historic, seeming to spring from the pages of a fairy tale.

The gorgeous jewel of a city is just as cosmopolitan as it is historic. It is known for its decadent food; cobblestone back alleys; and the gritty river shipping culture, which has been part of Porto's history for centuries.

Street art is one of the biggest draws to Porto, from the hand-painted tiles to the murals splashed across the ancient walls. You can see how art has made its way into Porto's 21st century, as well, with a visit to the Museu de Arte Contemporanea.

Porto is also characterized by its lavish churches, clanging bell towers, and beautiful vantage points all over the city.

Page 25 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

18. San Francisco, USA



Figure 18. View of Coit Tower and San Francisco at night

Always eclectic, offbeat, and drenched in culture, San Francisco, California never disappoints. Steeped in history, from Wild West gold rushes to counter culture revolutions and the tech industry, San Francisco has always been a hotbed of activity since its inception.

It's also a haven for foodies. Some of the best restaurants in California can be found right here in the capital of the Bay Area, including a good selection of vegan and vegetarian restaurants. It's also a paradise for outdoor enthusiasts, surrounded by the bay, the Pacific Ocean, and redwood forests. Enjoy San Francisco's beaches and nearby hiking trails. The city itself is an adventure, with its 48 hills that are accessible via historic cable cars.

Peppered with parks and green space and always blanketed in fog, and lined with pastel-colored Victorian buildings, San Francisco is one of the most unique cities in the United States, if not the world.

Page 26 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

19. Beijing, China



Figure 19. The Forbidden City, Beijing

For nearly 1,000 years, Beijing has been the capital city of China and has seen the rise and fall of three of China's dynasties. It is a city that is packed with centuries of history, yet is still one of the most fast-paced and modern cities in the entire world.

Step back in time inside The Forbidden City and the Summer Palace, learn the sad truths in Tiananmen Square, and wander the zigzagging alleys of the historic Hutong neighborhoods. These historic sites sit alongside luxury shopping malls, thriving night markets, world-class museums, theater, and music venues.

You'll also find some of Asia's finest hotels within Beijing, from five-star international brands to boutique, design-forward hotels. If you are looking to get to Shanghai, just hop the bullet train and take off at warp speed for another one of China's cultural capitals.

Page 27 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

20. Los Angeles, USA



Figure 20. Downtown Los Angeles

What makes Los Angeles one of the best cities in the world to visit is that you are getting so many different experiences in one. Los Angeles is big. It's very, very big, actually, and its many neighborhoods are as diverse as the people who live in and visit Los Angeles.

Los Angeles is about natural beauty, with massive mountains that roll down to the Pacific Ocean. It is also about creative beauty, with world-class performing arts, the film industry, museums, street art, culinary arts, design, and culture. A stroll down any street in Los Angeles reveals a veritable Tower of Babel for language, from Spanish and Korean to Armenian and Arabic.

This is a city where you can eat \$2 tacos on one corner and a Michelin-starred meal on the next. It has some of the sleekest modern homes in America, a movie theater shaped like a Chinese palace, and a concert hall designed by Frank Gehry.

Go rollerblading in Venice Beach, hiking in Runyon Canyon, or practice Pilates at one of the dozens of high-end studios all around town. Los Angeles is a playground for the rich, the famous, and literally everyone else.

Page 28 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

21. Chicago, USA



Figure 21. Chicago skyline at night

One of the largest cities in America, Chicago can often be overlooked for the flashier, glitzier cities like New York or Los Angeles. But this Midwestern capital packs a punch all on its own, from trendy restaurants and live music to museums, glamorous hotels, and lakefront living.

The Windy City will, quite literally, blow you away. High-rise skyscrapers on the shores of Lake Michigan make for some robust gusts of wind throughout the year. But figuratively speaking, your mind will be blown in Chicago, from the world-renowned Art Institute to the sky-high Willis Tower.

Dining is dizzying in Chicago, whether it is down home hot dogs or five-star cuts of steak. Festivals are rocking year-round in Chicago, from blues music to the world-famous Market Days. And, of course, let's not forget about the stunning hotels and landmarks that line the Magnificent Mile.

Page 29 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

22. Barcelona, Spain



22. Figure Barcelona, Spain

Beaches, buildings, and boats. That's what Barcelona is all about. From the stunning Mediterranean beaches to the architectural marvels of Antoni Gaudí, to the yacht culture, Barcelona lives and breathes by the sea. Add to that fantastic gastronomy, art, history, and hotels and it's easy to see why Barcelona is one of the best cities in the world to visit.

Did you know that Barcelona's history dates back more than 2,000 years? That means you'll find Roman-style architecture alongside Gothic structures, Renaissance cathedrals, all the way up to the world-famous architecture designed by Antoni Gaudí. In fact, Gaudí's Sagrada Família is one of the most visited tourist attractions in Barcelona.

Barcelona is one of the main cities of Spain's Catalonia region and, as such, is a capital of Catalan cuisine. But you can find all of Spain's regional delicacies here, from Basque and Galician to Andalusian and beyond.

Page 30 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

23. Abu Dhabi, United Arab Emirates



Figure 23. Aerial view of Abu Dhabi

Abu Dhabi is the counterpart to the towering skyscrapers and glitzy lifestyle of Dubai. Sure, it has its own Louvre, but the focus in Abu Dhabi is to embrace the local lifestyle and culture and put a spotlight on the unique heritage of the United Arab Emirates.

Abu Dhabi is where Islamic architecture reigns supreme, from the Sheikh Zayed Grand Mosque to the museum Qasr Al Hosn. Of course, the 21st century comes through loud and clear in Abu Dhabi architecture, as well, in the forms of Etihad Towers and the Yai Viceroy, among others.

Much like Dubai, no expense is spared in Abu Dhabi. Just look at the luxury hotels on Saadiyat Island or the Formula One track at the Yai Marina Circuit. There is even a Ferrari World and a Warner Bros World for the kids. But nature is also a big part of life in Abu Dhabi, from the Mangrove National Park to the gorgeous beaches on Hudayriat Island.

Page 31 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

24. Amsterdam, Netherlands



Figure 24. Canal in Amsterdam, Netherlands

Amsterdam is one of the most easily accessible cities in the world, with flights from most of the major gateways in North America and Europe. But far beyond easy access, it is what Amsterdam has to offer a traveler that makes it one of the best cities in the world to visit.

Amsterdam is simply stunning, with a maze of canals, bike-friendly streets, and cobblestone alleys, world-renowned museums, historic architecture, shops, cafés, and great restaurants.

Amsterdam is color. Come spring, the city explodes with every shade of the rainbow from the many flower stalls selling the iconic bouquets of Dutch tulips. Even the once-dreary industrial shipping and dock areas have transformed into boutique shops, hotels, and galleries.

And then there is Amsterdam's cultural scene. The museums in this city are next level, from The Van Gogh Museum to the iconic Rijksmuseum, the Stedelijk Museum, and more. Locals and visitors alike get by in Amsterdam on two wheels, or on the water, whether it's a bike path or a canal cruise.

Page 32 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

25. Madrid, Spain



Figure 25. Madrid, Spain

Spain has so many fantastic cities to explore, but none is quite as compelling as the capital, Madrid. A combination of history and culture, art and design, cuisine and entertainment, Madrid is the embodiment of everything people love about a fantastic European city.

Centuries of history came together to make the Madrid we know today. From its royal roots to the Moorish influence, the years of the revolution, and the cosmopolitan and technological advances of the 21st century, the layers of Madrid are varied and deep.

It's no wonder this is a city that inspired the great works of Goya and Picasso, Balenciaga, Almodovar, and beyond. Visit the world-renowned Museo del Prado or marvel at the fantastic Baroque and Belle Epoque architecture all over the city.

When it comes to hotels, dining, and entertainment, Madrid is beyond elegant, refined, and impeccably designed. Wander through the centuries down its historic streets and

Page 33 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

step right into the modern day restaurants and cafés for an experience that withstands the test of time.

26. Sydney, Australia



Figure 26. Panorama of Sydney harbor and bridge, New South Wales, Australia

With its spectacular harbor side perch, stunning beaches, and cosmopolitan (yet decidedly laid-back) flair, Sydney is truly one of the greatest cities in the world. Residents and visitors alike take pleasure as much in a fine meal as they do in a beachfront hike.

Locals here live and die by the water, whether it's a sunset cruise or a casual waterfront lunch. Culture and design are excellent here. Just look at the iconic Sydney Opera House and the Sydney Harbour Bridge. Sydney is about electricity and excitement, but also about being best equipped to ride the perfect wave.

From the shores of Bondi Beach to the glamor of George Street, you can fit in just about anywhere in Sydney. It's also one of the jumping-off points from which to explore the tropical, beachy Gold Coast all the way up to Brisbane.

Page 34 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

27. San Miguel de Allende, Mexico



Figure 27. Colorful buildings in San Miguel de Allende

There's a reason that San Miguel de Allende is voted the best city in the world by top international travel magazines. It is a veritable outdoor museum, splashed with bright colors and veined with cobblestone streets. Add to that some of the best boutique hotels in Mexico, fabulous restaurants, museums, outdoor entertainment, and so many things to see and do in the surrounding region, that it will be difficult to deny San Miguel de Allende's inherent beauty and charm.

At the center of the city is the glimmering pink Parroquia de San Miguel Arcángel – the Neo-Gothic church that serves as a beacon at the center of the city. This is the heart of the action, where you'll find a wide plaza with small shops, and streets that branch off in every direction flanked with cafés, boutique stores, and small galleries.

San Miguel de Allende is an artist's paradise, saturated with gorgeous vistas, and spectacular architecture.

Page 35 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

28. Lisbon, Portugal



Figure 28. Sao Jorge Castle in Lisbon, Portugal

Lisbon is truly a masterpiece – and a hidden one, at that. One of the most under-the-radar Western European capitals, Lisbon is laid out like a painting, complete with red-tiled roofs, brightly colored waterfront buildings, cable cars, and medieval architecture.

But Lisbon is very much a 21st-century city, as well, with trendy cafés and restaurants, boutique hotels, museums, and entertainment. Built on seven hillsides, Lisbon overlooks the cityscape, as well as the Rio Tejo where it feeds out to the Atlantic Ocean. Picture cobblestone streets, ancient structures, and the peaks of cathedrals snooping out over the clouds.

One of the most popular neighborhoods, the Bairro Alto, is where the heart of Lisbon pulses. We're talking about cozy restaurants, boutiques, hot spots, and waterfront promenades.

Lisbon calls as much to the appreciators of European antiquities as it does to the fierce-hearted night owls and the effervescent youth. It is a city for all ages, and one that has managed to bubble beneath the surface for so long.

Page 36 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

29. Vienna, Austria



Figure 29. The Hofburg Palace in Vienna at night

If you like Paris, you'll love Vienna. Though the cities are decidedly different, their elegance, history, glamor, and charm are remarkably simpatico. They both live with remnants of an opulent past, decadent architecture, bejeweled fabrics, and imperial lavishness. Today Vienna is known for its art, coffeehouses, dining, and design.

For centuries, Vienna was the seat of the Habsburg monarchy. Six hundred years of imperial richness was set at the heart of Hofburg Palace. Today the architecture of Vienna still tells the story of its opulent past. Remnants of the past centuries are still present today, from the Spanish Riding School to the Vienna Boys' Choir.

Still, Vienna is a city that has embraced the 21st century. Boutique hotels, fine dining, live music, outdoor festivals, and more all tell the story of a creative and energetic youthful generation that is setting the nation firmly in the present.

Vienna is the city to appreciate the Old Masters of art, and walk in the footsteps of Beethoven and Mahler, all the while sampling cutting-edge gastronomy and dancing the night away until the sun comes up.

Page 37 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

1.2.2. World major man-made tourist attractions

1. The Eiffel Tower

Location: Paris, France

Constructed: 1887 to 1889



Figure 30.Eiffel Tower

The Eiffel Company built this most famous monument in Paris for the world exhibition in 1889 and the tower was designed by Gustave Eiffel. Today, the Eiffel Tower is one of the most famous towers in the world, which continues to play a vital role in television and radio broadcasts. It is an architectural phenomenon and attracts almost 7 million visitors a year, other than any paid tourist attraction in the world.

Outstanding Universal Value

Brief synthesis

The city of Paris is built along a bend in the River Seine, between the confluence of the Marne and the Oise Rivers. The property comprises bridges, quays and the banks of the

Page 38 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Seine in the historic part of its course (between the Pont de Sully and the Pont d'Iéna) and the Ile de la Cité and the Ile St Louis. The mastery of the architecture and town planning along the river is evident in the articulation of the Ile de la Cité and Ile St Louis with its banks, the creation of North-South thoroughfares, the installations along the river course, the construction of quays and the channelling of the river. The ensemble, regarded as a geographical and historical entity, forms an exceptional and unique example of urban riverside architecture, where the different layers of the history of Paris, the capital city of one of the first great nation states of Europe, are harmoniously superposed.

From the Ile St Louis to the Pont Neuf, from the Louvre to the Eiffel Tower, and the Place de la Concorde to the Grand and Petit Palais, the evolution of Paris and its history can be seen from the River Seine. A large number of major monuments of the French capital are built alongside the river and on the perspectives overlooking it. The Cathedral of Notre-Dame and the Sainte Chapelle are architectural masterpieces of the Middle Ages; the Pont Neuf illustrates the spirit of French Renaissance; the coherence of the districts of the Marais and the Ile-Saint-Louis testify to Parisian town planning of the 17th and 18th centuries; finally, the banks of the river comprise the most masterful constructions of French classicism, with the Palais de Louvre, the Invalides, the Ecole Militaire and the Monnaie (the Mint). The conserved buildings of the Universal Exhibitions that took place in Paris in the 19th and 20th centuries are numerous on the banks of the River Seine. Heading the list is the Eiffel Tower, a universally recognized icon of Paris and of iron architecture. The Ile Saint Louis, the Quai Malaquais and the Quai Voltaire offer examples of coherent architectural and urban ensembles, with very significant examples of Parisian construction of the 17th and 18th centuries. The large squares and avenues built by Haussmann at the time of Napoleon III have influenced town planning throughout the world.

Criterion (i) : The banks of the Seine are studded with a succession of architectural and urban masterpieces built from the Middle Ages to the 20th century, including the Cathedral of Notre-Dame and the Sainte Chapelle, the Louvre, the Palais de l'Institut,

Page 39 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

the Hôtel des Invalides, Place de la Concorde, Ecole Militaire, the Monnaie (the Mint), the Grand Palais of the Champs Elysées, the Eiffel Tower and the Palais de Chaillot.

Criterion (ii) : Buildings along the Seine, such as Notre-Dame and the Sainte Chapelle, became the source of the spread of Gothic architecture, while the Place de la Concorde and the vista at the Invalides exerted influence on urban development of European capitals. Haussmann's urban planning, which marks the western part of the city, inspired the construction of the great cities of the New World, in particular in Latin America. Finally, the Eiffel Tower and the Grand and Petit Palais, the Pont Alexandre III and the Palais de Chaillot are the living testimony of the universal exhibitions, which were of such great importance in the 19th and 20th centuries.

Criterion (iv) : United by a grandiose river landscape, the monuments, the architecture and the representative buildings along the banks of the Seine in Paris each illustrate with perfection, most of the styles, decorative arts and building methods employed over nearly eight centuries.

Integrity

Paris is a river city. Ever since the first human settlements, from prehistoric times to the Parisii tribes, the Seine has played both a defensive and an economic role. The present historic city, which developed between the 16th and 20th centuries, expresses the evolution of the relationship between the river and the city. The well-defined area between the Pont de Sully and the Pont d'Iéna is based on the age-old distinction between upstream and downstream. Upstream, the port and river transport; downstream, royal and aristocratic Paris. It is this latter section of the Seine, where functions of the capital city have developed, that was inscribed. The presence of the State through its achievements and legislation has enabled the preservation of the property in its entire integrity.

Page 40 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Authenticity

The completion and consolidation of the riverside, urban and monumental vistas of Paris date from the first half of the 20th century, with the Palais de Tokyo and the Palais de Chaillot. The urban and visual integrity of the site (wide perspectives from the banks) is vulnerable to the pressures of urban development, traffic pollution and tourism, and requires a rigorous control to maintain intact its Outstanding Universal Value.

Protection and management requirements

The ensemble of the property enjoys the highest level of legal protection (Heritage Code, Town Planning Code, Environment Code). The property is in an inscribed site, and further comprises six listed sites, notably the Invalides, as well as the Champs de Mars and the Jardins de Trocadéro. Regarding the Historic Monuments, all the important monuments are fully listed.

The State owns, directly or through its public establishments, the quays of the Seine (fluvial public domain), the majority of the monuments and their associated spaces. The city of Paris owns the public areas, the Hôtel de Ville, the parish churches and numerous other plots of land and buildings.

There is no management plan or management authority specifically devoted to the World Heritage property. However, due to the legal and regulatory protection, management by the owner or tenants is scientifically and technically controlled by the State.

The “Cahier des prescriptions urbaines et paysagères pour la mise en valeur des Berges de la Seine dans Paris” (Urban and Landscape Requirements for the Enhancement of the Banks of the Seine in Paris), prepared in 1999 by the city, the State and the autonomous Port, is the reference document for all activity and installations on the banks. The “Specifications de prescription des installations saisonnières” (Seasonal Installation Requirements), approved in 2015, aims to control the temporary use and

Page 41 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

occupation of the thoroughfares of the lower quays of the banks of the Seine in Paris. The definitive closing of the lower quays to automobile traffic over nearly the whole area of the property, since 2014 on the Left Bank and 2016 on the Right Bank, as part of the development of the banks of the Seine, contributes to preserving its authenticity and integrity.

2. Taj Mahal

Location: Agra, Uttar Pradesh, India

Constructed: 1632 to 1653

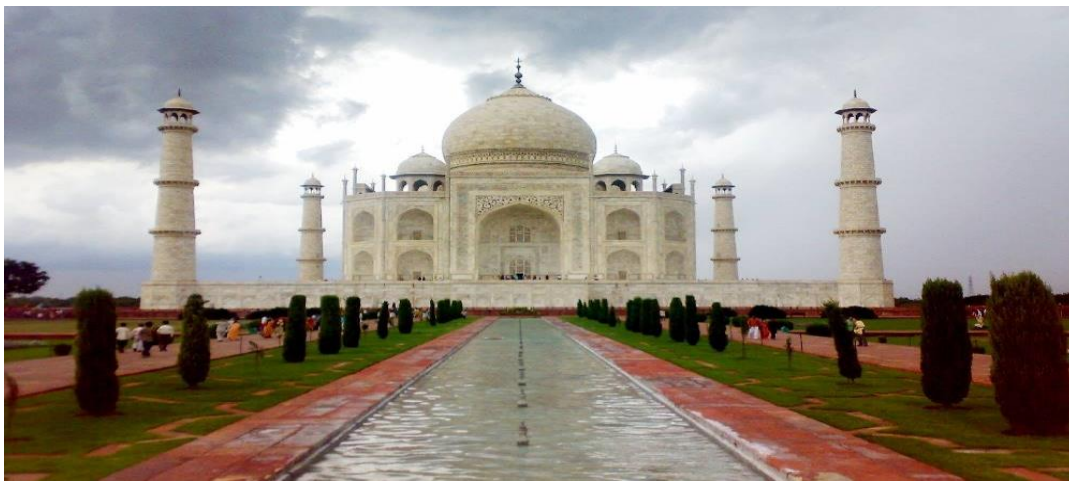


Figure 31. The Taj Mahal

The Taj Mahal is a tomb of white marble ivory on the southern bank of the Yamuna River in the Indian city of Agra. It was constructed by the Mughal emperor Shah Jahan to house the grave of his favorite wife, Mumtaz Mahal in 1632. The Taj Mahal is one of the most famous tourist attractions in the world, and attracts 7–8 million visitors a year; it was also declared a winner of the 7 Wonders of the World in 2007

Page 42 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Outstanding Universal Value

Brief synthesis

The Taj Mahal is located on the right bank of the Yamuna River in a vast Mughal garden that encompasses nearly 17 hectares, in the Agra District in Uttar Pradesh. It was built by Mughal Emperor Shah Jahan in memory of his wife Mumtaz Mahal with construction starting in 1632 AD and completed in 1648 AD, with the mosque, the guest house and the main gateway on the south, the outer courtyard and its cloisters were added subsequently and completed in 1653 AD. The existence of several historical and Quaranic inscriptions in Arabic script have facilitated setting the chronology of Taj Mahal. For its construction, masons, stone-cutters, inlayers, carvers, painters, calligraphers, dome builders and other artisans were requisitioned from the whole of the empire and also from the Central Asia and Iran. Ustad-Ahmad Lahori was the main architect of the Taj Mahal.

The Taj Mahal is considered to be the greatest architectural achievement in the whole range of Indo-Islamic architecture. Its recognised architectonic beauty has a rhythmic combination of solids and voids, concave and convex and light shadow; such as arches and domes further increases the aesthetic aspect. The colour combination of lush green scape reddish pathway and blue sky over it show cases the monument in ever changing tints and moods. The relief work in marble and inlay with precious and semi-precious stones make it a monument apart.

The uniqueness of Taj Mahal lies in some truly remarkable innovations carried out by the horticulture planners and architects of Shah Jahan. One such genius planning is the placing of tomb at one end of the quadripartite garden rather than in the exact centre, which added rich depth and perspective to the distant view of the monument. It is also, one of the best examples of raised tomb variety. The tomb is further raised on a square platform with the four sides of the octagonal base of the minarets extended beyond the square at the corners. The top of the platform is reached through a lateral flight of steps provided in the centre of the southern side. The ground plan of the Taj Mahal is in

Page 43 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

perfect balance of composition, the octagonal tomb chamber in the centre, encompassed by the portal halls and the four corner rooms. The plan is repeated on the upper floor. The exterior of the tomb is square in plan, with chamfered corners. The large double storied domed chamber, which houses the cenotaphs of Mumtaz Mahal and Shah Jahan, is a perfect octagon in plan. The exquisite octagonal marble lattice screen encircling both cenotaphs is a piece of superb workmanship. It is highly polished and richly decorated with inlay work. The borders of the frames are inlaid with precious stones representing flowers executed with wonderful perfection. The hues and the shades of the stones used to make the leaves and the flowers appear almost real. The cenotaph of Mumtaz Mahal is in perfect centre of the tomb chamber, placed on a rectangular platform decorated with inlaid flower plant motifs. The cenotaph of Shah Jahan is greater than Mumtaz Mahal and installed more than thirty years later by the side of the latter on its west. The upper cenotaphs are only illusory and the real graves are in the lower tomb chamber (crypt), a practice adopted in the imperial Mughal tombs.

The four free-standing minarets at the corners of the platform added a hitherto unknown dimension to the Mughal architecture. The four minarets provide not only a kind of spatial reference to the monument but also give a three dimensional effect to the edifice.

The most impressive in the Taj Mahal complex next to the tomb, is the main gate which stands majestically in the centre of the southern wall of the forecourt. The gate is flanked on the north front by double arcade galleries. The garden in front of the galleries is subdivided into four quarters by two main walk-ways and each quarters in turn subdivided by the narrower cross-axial walkways, on the Timurid-Persian scheme of the walled in garden. The enclosure walls on the east and west have a pavilion at the centre.

The Taj Mahal is a perfect symmetrical planned building, with an emphasis of bilateral symmetry along a central axis on which the main features are placed. The building material used is brick-in-lime mortar veneered with red sandstone and marble and inlay work of precious/semi precious stones. The mosque and the guest house in the Taj

Page 44 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Mahal complex are built of red sandstone in contrast to the marble tomb in the centre. Both the buildings have a large platform over the terrace at their front. Both the mosque and the guest house are the identical structures. They have an oblong massive prayer hall consist of three vaulted bays arranged in a row with central dominant portal. The frame of the portal arches and the spandrels are veneered in white marble. The spandrels are filled with flowery arabesques of stone intarsia and the arches bordered with rope molding.

Criterion (i): Taj Mahal represents the finest architectural and artistic achievement through perfect harmony and excellent craftsmanship in a whole range of Indo-Islamic sepulchral architecture. It is a masterpiece of architectural style in conception, treatment and execution and has unique aesthetic qualities in balance, symmetry and harmonious blending of various elements.

Integrity

Integrity is maintained in the intactness of tomb, mosque, guest house, main gate and the whole Taj Mahal complex. The physical fabric is in good condition and structural stability, nature of foundation, verticality of the minarets and other constructional aspects of Taj Mahal have been studied and continue to be monitored. To control the impact of deterioration due for atmospheric pollutants, an air control monitoring station is installed to constantly monitor air quality and control decay factors as they arise. To ensure the protection of the setting, the adequate management and enforcement of regulations in the extended buffer zone is needed. In addition, future development for tourist facilities will need to ensure that the functional and visual integrity of the property is maintained, particularly in the relationship with the Agra Fort.

Authenticity

The tomb, mosque, guest house, main gate and the overall Taj Mahal complex have maintained the conditions of authenticity at the time of inscription. Although an important amount of repairs and conservation works have been carried out right from the British period in India these have not compromised to the original qualities of the

Page 45 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

buildings. Future conservation work will need to follow guidelines that ensure that qualities such as form and design continue to be preserved.

Protection and management requirements

The management of Taj Mahal complex is carried out by the Archaeological Survey of India and the legal protection of the monument and the control over the regulated area around the monument is through the various legislative and regulatory frameworks that have been established, including the Ancient Monument and Archaeological Sites and Remains Act 1958 and Rules 1959 Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation); which is adequate to the overall administration of the property and buffer areas. Additional supplementary laws ensure the protection of the property in terms of development in the surroundings.

An area of 10,400 sq km around the Taj Mahal is defined to protect the monument from pollution. The Supreme Court of India in December, 1996, delivered a ruling banning use of coal/coke in industries located in the Taj Trapezium Zone (TTZ) and switching over to natural gas or relocating them outside the TTZ. The TTZ comprises of 40 protected monuments including three World Heritage Sites - Taj Mahal, Agra Fort and Fatehpur Sikri.

The fund provided by the federal government is adequate for the buffer areas. The fund provided by the federal government is adequate for the overall conservation, preservation and maintenance of the complex to supervise activities at the site under the guidance of the Superintending Archaeologist of the Agra Circle. The implementation of an Integrated Management plan is necessary to ensure that the property maintains the existing conditions, particularly in the light of significant pressures derived from visitation that will need to be adequately managed. The Management plan should also prescribe adequate guidelines for proposed infrastructure development and establish a comprehensive Public Use plan.

Page 46 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

3. Machu Picchu

Location: Cuzco Region, Peru

Constructed: 1450 AD



Figure 32.Mach Picchu

Machu Picchu is one of the most iconic archaeological sites in the world and the most popular tourist place in Peru, discovery by Hiram Bingham in 1911. Machu Picchu is an extraordinarily beautiful setting at 2,430 m above sea level in the midst of a tropical mountain forest. Peru's government mentioned Machu Picchu as a Historical Sanctuary in 1981, and after two years in 1983 UNESCO declared it a World Heritage Site.

Outstanding Universal Value

Brief Synthesis

Embedded within a dramatic landscape at the meeting point between the Peruvian Andes and the Amazon Basin, the Historic Sanctuary of Machu Picchu is among the greatest artistic, architectural and land use achievements anywhere and the most significant tangible legacy of the Inca civilization. Recognized for outstanding cultural and natural values, the mixed World Heritage property covers 32,592 hectares of mountain slopes, peaks and valleys surrounding its heart, the spectacular archaeological

Page 47 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

monument of “La Ciudadela” (the Citadel) at more than 2,400 meters above sea level. Built in the fifteenth century Machu Picchu was abandoned when the Inca Empire was conquered by the Spaniards in the sixteenth century. It was not until 1911 that the archaeological complex was made known to the outside world.

The approximately 200 structures making up this outstanding religious, ceremonial, astronomical and agricultural centre are set on a steep ridge, crisscrossed by stone terraces. Following a rigorous plan the city is divided into a lower and upper part, separating the farming from residential areas, with a large square between the two. To this day, many of Machu Picchu’s mysteries remain unresolved, including the exact role it may have played in the Incas’ sophisticated understanding of astronomy and domestication of wild plant species.

The massive yet refined architecture of Machu Picchu blends exceptionally well with the stunning natural environment, with which it is intricately linked. Numerous subsidiary centres, an extensive road and trail system, irrigation canals and agricultural terraces bear witness to longstanding, often on-going human use. The rugged topography making some areas difficult to access has resulted in a mosaic of used areas and diverse natural habitats. The Eastern slopes of the tropical Andes with its enormous gradient from high altitude “Puna” grasslands and Polylepis thickets to montane cloud forests all the way down towards the tropical lowland forests are known to harbour a rich biodiversity and high endemism of global significance. Despite its small size the property contributes to conserving a very rich habitat and species diversity with remarkable endemic and relict flora and fauna.

Criterion (i): The Inca City of the Historic Sanctuary of Machu Picchu is the articulating centre of its surroundings, a masterpiece of art, urbanism, architecture and engineering of the Inca Civilization. The working of the mountain, at the foot of the Huaya Picchu, is the exceptional result of integration with its environment, the result from a gigantic effort as if it were an extension of nature.

Page 48 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Criterion (iii): The Historic Sanctuary of Machu Picchu is a unique testimony of the Inca Civilization and shows a well-planned distribution of functions within space, territory control, and social, productive, religious and administrative organization.

Criterion (vii): The historic monuments and features in the Historic Sanctuary of Machu Picchu are embedded within a dramatic mountain landscape of exceptional scenic and geomorphological beauty thereby providing an outstanding example of a longstanding harmonious and aesthetically stunning relationship between human culture and nature.

Criterion (ix): Covering part of the transition between the High Andes and the Amazon Basin the Historic Sanctuary of Machu Picchu shelters a remarkably diverse array of microclimates, habitats and species of flora and fauna with a high degree of endemism. The property is part of a larger area unanimously considered of global significance for biodiversity conservation.

Integrity

The Historic Sanctuary of Machu Picchu meets the conditions of integrity, as the natural and human-made attributes and values that sustain its Outstanding Universal value are mostly contained within its boundaries. The visual ensemble linking the main archaeological site of the Historic Sanctuary of Machu Picchu with its striking mountain environment remains mostly intact.

It is desirable to extend the property to encompass an even broader spectrum of human-land relationships, additional cultural sites, such as Pisac and Ollantaytambo in the Sacred Valley, and a larger part of the Urubamba watershed would contribute to strengthening the overall integrity. In particular, the value for the conservation of the many rare and endemic species of flora and fauna would benefit from the inclusion or a stronger management consideration of the adjacent lands. A considerable number of well-documented threats render the property vulnerable to losing its future integrity and will require permanent management attention.

Page 49 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Authenticity

Upon the abandonment of the Historic Sanctuary of Machu Picchu at the beginning of the sixteenth century, vegetation growth and isolation ensured the conservation of the architectural attributes of the property. Although the design, materials and structures have suffered slight changes due to the decay of the fabric, the conditions of authenticity have not changed. The rediscovery in 1911, and subsequent archaeological excavations and conservation interventions have followed practices and international standards that have maintained the attributes of the property.

Protection and management requirements

The state-owned Historic Sanctuary of Machu Picchu is an integral part of Peru's national protected areas system and enjoys protection through several layers of a comprehensive legal framework for both cultural and natural heritage. The boundaries of the Historic Sanctuary of Machu Picchu are clearly defined and the protected area is surrounded by a buffer zone exceeding the size of the property.

The Management Unit of the Historic Sanctuary of Machu Picchu (UGM) was established in 1999 to lead the strategies contained in the Master Plans, which are the regularly updated governing documents for the management of the property. UGM was reactivated in 2011 and is comprised of representatives of the Ministries of Culture, Environment and Foreign Trade and Tourism, the Regional Government of Cusco, serving as the President of the Executive Committee, and the local municipality of Machu Picchu. A platform bringing together key governmental representatives at all levels is indispensable for the management of a property which forms part of Peru's very identity and is the country's primary domestic and international tourist destination.

Notwithstanding the adequate legislative and formal management framework, there are important challenges to the inter-institutional governance and the effectiveness of management and protection of the property. The dispersed legislation would benefit from further harmonization and despite existing efforts the involvement of various ministries and governmental levels ranging from local to national remains a complex

Page 50 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

task, including in light of the sharing of the significant tourism revenues. Tourism itself represents a double-edged sword by providing economic benefits but also by resulting in major cultural and ecological impacts. The strongly increasing number of visitors to the Historic Sanctuary of Machu Picchu must be matched by an adequate management regulating access, diversifying the offer and efforts to fully understand and minimize impacts. A larger appropriate and increasing share of the significant tourism revenues could be re-invested in planning and management. The planning and organization of transportation and infrastructure construction, as well as the sanitary and safety conditions for both tourists and new residents attracted by tourism requires the creation of high quality and new long-term solutions, and is a significant ongoing concern.

Since the time of inscription consistent concerns have been expressed about ecosystem degradation through logging, firewood and commercial plant collection, poor waste management, poaching, agricultural encroachment in the absence of clear land tenure arrangements, introduced species and water pollution from both urban waste and agro-chemicals in the Urubamba River, in addition from pressures derived from broader development in the region. It is important to remember that the overall risks are aggravated by the location in a high altitude with extreme topography and weather conditions and thus susceptibility to natural disasters. Continuous efforts are needed to comply with protected areas and other legislation and plans and prevent further degradation. There is also great potential for restoring degraded areas.

4. The Great Wall of China

Location: Near Beijing, China

Constructed: 220 to 206 BC

Page 51 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022



Figure 33.The Great Wall of China

The Great Wall of China is the longest man-made monument in the world; it is the pride of China and a major tourist destination, built along with an east-to-west line across the northern borders of China. The construction began in 770 BC and especially famous was the wall built 220–206 BC by Qin Shi Huang, the first Emperor of China. The Great Wall of China is a huge 13,000 miles or 21,000km long and made of stone, brick, tamped earth, wood, and other materials.

Outstanding Universal Value

Brief synthesis

The Great Wall was continuously built from the 3rd century BC to the 17th century AD on the northern border of the country as the great military defence project of successive Chinese Empires, with a total length of more than 20,000 kilometers. The Great Wall begins in the east at Shanhaiguan in Hebei province and ends at Jiayuguan in Gansu province to the west. Its main body consists of walls, horse tracks, watch towers, and shelters on the wall, and includes fortresses and passes along the Wall.

The Great Wall reflects collision and exchanges between agricultural civilizations and nomadic civilizations in ancient China. It provides significant physical evidence of the far-sighted political strategic thinking and mighty military and national defence forces

Page 52 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

of central empires in ancient China, and is an outstanding example of the superb military architecture, technology and art of ancient China. It embodies unparalleled significance as the national symbol for safeguarding the security of the country and its people.

Criterion (i): The Great Wall of the Ming is, not only because of the ambitious character of the undertaking but also the perfection of its construction, an absolute masterpiece. The only work built by human hands on this planet that can be seen from the moon, the Wall constitutes, on the vast scale of a continent, a perfect example of architecture integrated into the landscape.

Criterion (ii): During the Chunqiu period, the Chinese imposed their models of construction and organization of space in building the defence works along the northern frontier. The spread of Sinicism was accentuated by the population transfers necessitated by the Great Wall.

Criterion (iii): That the Great Wall bear exceptional testimony to the civilizations of ancient China is illustrated as much by the rammed-earth sections of fortifications dating from the Western Han that are conserved in the Gansu province as by the admirable and universally acclaimed masonry of the Ming period.

Criterion (iv): This complex and diachronic cultural property is an outstanding and unique example of a military architectural ensemble which served a single strategic purpose for 2000 years, but whose construction history illustrates successive advances in defence techniques and adaptation to changing political contexts.

Criterion (vi): The Great Wall has an incomparable symbolic significance in the history of China. Its purpose was to protect China from outside aggression, but also to preserve its culture from the customs of foreign barbarians. Because its construction implied suffering, it is one of the essential references in Chinese literature, being found in works like the "Soldier's Ballad" of Tch'en Lin (c. 200 A.D.) or the poems of Tu Fu (712-770) and the popular novels of the Ming period.

Page 53 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Integrity

The Great Wall integrally preserves all the material and spiritual elements and historical and cultural information that carry its outstanding universal value. The complete route of the Great Wall over 20,000 kilometers, as well as elements constructed in different historical periods which constitute the complicated defence system of the property, including walls, fortresses, passes and beacon towers, have been preserved to the present day. The building methods of the Great Wall in different times and places have been integrally maintained, while the unparalleled national and cultural significance of the Great Wall to China is still recognised today. The visual integrity of the Wall at Badaling has been impacted negatively by construction of tourist facilities and a cable car.

Authenticity

The existing elements of the Great Wall retain their original location, material, form, technology and structure. The original layout and composition of various constituents of the Great Wall defence system are maintained, while the perfect integration of the Great Wall with the topography, to form a meandering landscape feature, and the military concepts it embodies have all been authentically preserved. The authenticity of the setting of the Great Wall is vulnerable to construction of inappropriate tourism facilities.

Protection and management requirements

The various components of the Great Wall have all been listed as state or provincial priority protected sites under the Law of the People's Republic of China on the Protection of Cultural Relics. The Regulations on the Protection of the Great Wall promulgated in 2006 is the specific legal document for the conservation and management of the Great Wall. The series of Great Wall Conservation Plans, which is being constantly extended and improved and covers various levels from master plan to provincial plans and specific plans, is an important guarantee of the comprehensive conservation and management of the Great Wall. China's national administration on

Page 54 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

cultural heritage, and provincial cultural heritage administrations where sections of the Great Wall are located, are responsible for guiding the local governments on the implementation of conservation and management measures for the Great Wall.

The Outstanding Universal Value of the Great Wall and all its attributes must be protected as a whole, so as to fulfill authentic, integral and permanent preservation of the property. To this end, considering the characteristics of the Great Wall, including its massive scale, transprovincial distribution and complicated conditions for its protection and conservation, management procedures and regulations, conservation interventions for the original fabric and setting, and tourism management shall be more systematic, scientific, classified, and prioritized. An efficient comprehensive management system, as well as specific conservation measures for the original fabric and setting will be established, while a harmonious relationship featuring sustainable development between heritage protection and social economy and culture can be formed. Meanwhile, the study and dissemination of the rich connotation of the property's Outstanding Universal Value shall be enhanced, so as to fully and sustainably realize the social and cultural benefits of the Great Wall.

5. Stonehenge

Location: Wiltshire, England

Constructed: 3000 BC to 2000 BC



Figure 34. Stonehenge

Page 55 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Stonehenge is an ancient monument in Wiltshire, South West England. It is located on a chalky plain north of the modern-day city of Salisbury. Each standing stone is about 13 feet high and 7 feet in width which makes it 25 tons in total weight. It was built between roughly 5,000 and 4,000 years ago, Stonehenge is one of the most important prehistoric monument sites and also the most popular tourist attraction in Britain.

Outstanding Universal Value

Brief synthesis

The World Heritage property Stonehenge, Avebury and Associated Sites is internationally important for its complexes of outstanding prehistoric monuments. Stonehenge is the most architecturally sophisticated prehistoric stone circle in the world, while Avebury is the largest. Together with inter-related monuments, and their associated landscapes, they demonstrate Neolithic and Bronze Age ceremonial and mortuary practices resulting from around 2000 years of continuous use and monument building between circa 3700 and 1600 BC. As such they represent a unique embodiment of our collective heritage.

The World Heritage property comprises two areas of Chalkland in southern Britain within which complexes of Neolithic and Bronze Age ceremonial and funerary monuments and associated sites were built. Each area contains a focal stone circle and henge and many other major monuments. At Stonehenge these include the Avenue, the Cursuses, Durrington Walls, Woodhenge, and the densest concentration of burial mounds in Britain. At Avebury they include Windmill Hill, the West Kennet Long Barrow, the Sanctuary, Silbury Hill, the West Kennet and Beckhampton Avenues, the West Kennet Palisaded Enclosures, and important barrows.

Stonehenge is one of the most impressive prehistoric megalithic monuments in the world on account of the sheer size of its megaliths, the sophistication of its concentric plan and architectural design, the shaping of the stones - uniquely using both Wiltshire Sarsen sandstone and Pembroke Bluestone - and the precision with which it was built.

Page 56 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

At Avebury, the massive Henge, containing the largest prehistoric stone circle in the world, and Silbury Hill, the largest prehistoric mound in Europe, demonstrate the outstanding engineering skills which were used to create masterpieces of earthen and megalithic architecture.

There is an exceptional survival of prehistoric monuments and sites within the World Heritage property including settlements, burial grounds, and large constructions of earth and stone. Today, together with their settings, they form landscapes without parallel. These complexes would have been of major significance to those who created them, as is apparent by the huge investment of time and effort they represent. They provide an insight into the mortuary and ceremonial practices of the period, and are evidence of prehistoric technology, architecture and astronomy. The careful siting of monuments in relation to the landscape helps us to further understand the Neolithic and Bronze Age.

Criterion (i): The monuments of the Stonehenge, Avebury and Associated Sites demonstrate outstanding creative and technological achievements in prehistoric times.

Stonehenge is the most architecturally sophisticated prehistoric stone circle in the world. It is unrivalled in its design and unique engineering, featuring huge horizontal stone lintels capping the outer circle and the trilithons, locked together by carefully shaped joints. It is distinguished by the unique use of two different kinds of stones (Bluestones and Sarsens), their size (the largest weighing over 40 t) and the distance they were transported (up to 240 km). The sheer scale of some of the surrounding monuments is also remarkable: the Stonehenge Cursus and the Avenue are both about 3 km long, while Durrington Walls is the largest known henge in Britain, around 500 m in diameter, demonstrating the ability of prehistoric peoples to conceive, design and construct features of great size and complexity.

Avebury prehistoric stone circle is the largest in the world. The encircling henge consists of a huge bank and ditch 1.3 km in circumference, within which 180 local, unshaped standing stones formed the large outer and two smaller inner circles. Leading

Page 57 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

from two of its four entrances, the West Kennet and Beckhampton Avenues of parallel standing stones still connect it with other monuments in the landscape. Another outstanding monument, Silbury Hill, is the largest prehistoric mound in Europe. Built around 2400 BC, it stands 39.5 m high and comprises half a million tonnes of chalk. The purpose of this imposing, skilfully engineered monument remains obscure.

Criterion (ii): The World Heritage property provides an outstanding illustration of the evolution of monument construction and of the continual use and shaping of the landscape over more than 2000 years, from the early Neolithic to the Bronze Age. The monuments and landscape have had an unwavering influence on architects, artists, historians and archaeologists, and still retain a huge potential for future research.

The megalithic and earthen monuments of the World Heritage property demonstrate the shaping of the landscape through monument building for around 2000 years from circa 3700 BC, reflecting the importance and wide influence of both areas.

Since the 12th century when Stonehenge was considered one of the wonders of the world by the chroniclers Henry de Huntington and Geoffrey de Monmouth, the Stonehenge and Avebury Sites have excited curiosity and been the subject of study and speculation. Since early investigations by John Aubrey (1626-1697), Inigo Jones (1573-1652), and William Stukeley (1687-1765), they have had an unwavering influence on architects, archaeologists, artists and historians. The two parts of the World Heritage property provide an excellent opportunity for further research.

Today, the property has spiritual associations for some.

Criterion (iii): The complexes of monuments at Stonehenge and Avebury provide an exceptional insight into the funerary and ceremonial practices in Britain in the Neolithic and Bronze Age. Together with their settings and associated sites, they form landscapes without parallel.

The design, position and interrelationship of the monuments and sites are evidence of a wealthy and highly organised prehistoric society able to impose its concepts on the

Page 58 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

environment. An outstanding example is the alignment of the Stonehenge Avenue (probably a processional route) and Stonehenge stone circle on the axis of the midsummer sunrise and midwinter sunset, indicating their ceremonial and astronomical character. At Avebury the length and size of some of the features such as the West Kennet Avenue, which connects the Henge to the Sanctuary over 2 km away, are further evidence of this.

A profound insight into the changing mortuary culture of the periods is provided by the use of Stonehenge as a cremation cemetery, by the West Kennet Long Barrow, the largest known Neolithic stone-chambered collective tomb in southern England, and by the hundreds of other burial sites illustrating evolving funerary rites.

Integrity

The boundaries of the property capture the attributes that together convey Outstanding Universal Value at Stonehenge and Avebury. They contain the major Neolithic and Bronze Age monuments that exemplify the creative genius and technological skills for which the property is inscribed. The Avebury and Stonehenge landscapes are extensive, both being around 25 square kilometres, and capture the relationship between the monuments as well as their landscape setting.

At Avebury the boundary was extended in 2008 to include East Kennet Long Barrow and Fyfield Down with its extensive Bronze Age field system and naturally occurring Sarsen Stones. At Stonehenge the boundary will be reviewed to consider the possible inclusion of related, significant monuments nearby such as Robin Hood's Ball, a Neolithic causewayed enclosure.

The setting of some key monuments extends beyond the boundary. Provision of buffer zones or planning guidance based on a comprehensive setting study should be considered to protect the setting of both individual monuments and the overall setting of the property.

Page 59 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The survival of the Neolithic and Bronze Age monuments at both Stonehenge and Avebury is exceptional and remarkable given their age – they were built and used between around 3700 and 1600 BC. Stone and earth monuments retain their original design and materials. The timber structures have disappeared but postholes indicate their location. Monuments have been regularly maintained and repaired as necessary.

The presence of busy main roads going through the World Heritage property impacts adversely on its integrity. The roads sever the relationship between Stonehenge and its surrounding monuments, notably the A344 which separates the Stone Circle from the Avenue. At Avebury, roads cut through some key monuments including the Henge and the West Kennet Avenue. The A4 separates the Sanctuary from its barrow group at Overton Hill. Roads and vehicles also cause damage to the fabric of some monuments while traffic noise and visual intrusion have a negative impact on their settings. The incremental impact of highway-related clutter needs to be carefully managed.

Development pressures are present and require careful management. Impacts from existing intrusive development should be mitigated where possible.

Authenticity

Interventions have been limited mainly to excavations and the re-erection of some fallen or buried stones to their known positions in the early and mid-twentieth century in order to improve understanding. Ploughing, burrowing animals and early excavation have resulted in some losses but what remains is remarkable in its completeness and concentration. The materials and substance of the archaeology supported by the archaeological archives continue to provide an authentic testimony to prehistoric technological and creative achievement.

This survival and the huge potential of buried archaeology make the property an extremely important resource for archaeological research, which continues to uncover new evidence and expand our understanding of prehistory. Present day research has enormously improved our understanding of the property.

Page 60 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The known principal monuments largely remain in situ and many are still dominant features in the rural landscape. Their form and design are well-preserved and visitors are easily able to appreciate their location, setting and interrelationships which in combination represent landscapes without parallel.

At Stonehenge several monuments have retained their alignment on the Solstice sunrise and sunset, including the Stone Circle, the Avenue, Woodhenge, and the Durrington Walls Southern Circle and its Avenue.

Although the original ceremonial use of the monuments is not known, they retain spiritual significance for some people, and many still gather at both stone circles to celebrate the Solstice and other observations. Stonehenge is known and valued by many more as the most famous prehistoric monument in the world.

There is a need to strengthen understanding of the overall relationship between remains, both buried and standing, at Stonehenge and at Avebury.

Protection and management requirements

The UK Government protects World Heritage properties in England in two ways: firstly, individual buildings, monuments and landscapes are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 and the 1979 Ancient Monuments and Archaeological Areas Act, and secondly through the UK Spatial Planning system under the provisions of the Town and Country Planning Acts. The individual sites within the property are protected through the Government's designation of individual buildings, monuments, gardens and landscapes.

Government guidance on protecting the Historic Environment and World Heritage is set out in National Planning Policy Framework and Circular 07/09. Policies to protect, promote, conserve and enhance World Heritage properties, their settings and buffer zones are also found in statutory planning documents. The protection of the property and its setting from inappropriate development could be further strengthened through the adoption of a specific Supplementary Planning Document.

Page 61 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

At a local level, the property is protected by the legal designation of all its principal monuments. There is a specific policy in the Local Development Framework to protect the Outstanding Universal Value of the property from inappropriate development, along with adequate references in relevant strategies and plans at all levels. The Wiltshire Core Strategy includes a specific World Heritage Property policy. This policy states that additional planning guidance will be produced to ensure its effective implementation and thereby the protection of the World Heritage property from inappropriate development. The policy also recognises the need to produce a setting study to enable this. Once the review of the Stonehenge boundary is completed, work on the setting study shall begin.

The Local Planning Authority is responsible for continued protection through policy development and its effective implementation in deciding planning applications with the management plans for Stonehenge and Avebury as a key material consideration. These plans also take into account the range of other values relevant to the site in addition to Outstanding Universal Value. Avebury lies within the North Wessex Downs Area of Outstanding Natural Beauty, a national statutory designation to ensure the conservation and enhancement of the natural beauty of the landscape.

About a third of the property at both Stonehenge and Avebury is owned and managed by conservation bodies: English Heritage, a non-departmental government body, and the National Trust and the Royal Society for the Protection of Birds which are both charities. Agri-environment schemes, an example of partnership working between private landowners and Natural England (a non-departmental government body), are very important for protecting and enhancing the setting of prehistoric monuments through measures such as grass restoration and scrub control. Much of the property can be accessed through public rights of way as well as permissive paths and open access provided by some agri-environment schemes. Managed open access is provided at Solstice. There are a significant number of private households within the property and local residents therefore have an important role in its stewardship

Page 62 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The property has effective management plans, coordinators and steering groups at both Stonehenge and Avebury. There is a need for an overall integrated management system for the property which will be addressed by the establishment of a coordinating Stonehenge and Avebury Partnership Panel whilst retaining the Stonehenge and Avebury steering groups to enable specific local issues to be addressed and to maintain the meaningful engagement of the community. A single property management plan will replace the two separate management plans.

An overall visitor management and interpretation strategy, together with a landscape strategy needs to be put in place to optimise access to and understanding of the property. This should include improved interpretation for visitors and the local community both on site and in local museums, holding collections excavated from the property as well as through publications and the web. These objectives are being addressed at Stonehenge through the development of a visitor centre and the Interpretation, Learning and Participation Strategy. The updated Management Plan will include a similar strategy for Avebury. Visitor management and sustainable tourism challenges and opportunities are addressed by specific objectives in both the Stonehenge and Avebury Management Plans.

An understanding of the overall relationship between buried and standing remains continues to be developed through research projects such as the “Between the Monuments” project and extensive geophysical surveys. Research Frameworks have been published for the Site and are regularly reviewed. These encourage further relevant research. The Woodland Strategy, an example of a landscape level management project, once complete, can be built on to include other elements of landscape scale planning.

It is important to maintain and enhance the improvements to monuments achieved through grass restoration and to avoid erosion of earthen monuments and buried archaeology through visitor pressure and burrowing animals.

Page 63 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

At the time of inscription the State Party agreed to remove the A344 road to reunite Stonehenge and its Avenue and improve the setting of the Stone Circle. Work to deliver the closure of the A344 will be complete in 2013. The project also includes a new Stonehenge visitor centre. This will provide world class visitor facilities including interpretation of the wider World Heritage property landscape and the removal of modern clutter from the setting of the Stone Circle. Although substantial progress is being made, the impact of roads and traffic remains a major challenge in both parts of the World Heritage property. The A303 continues to have a negative impact on the setting of Stonehenge, the integrity of the property and visitor access to some parts of the wider landscape. A long-term solution remains to be found. At Avebury, a World Heritage Site Traffic Strategy will be developed to establish guidance and identify a holistic set of actions to address the negative impacts that the dominance of roads, traffic and related clutter has on integrity, the condition and setting of monuments and the ease and confidence with which visitors and the local community are able to explore the wider property.

6. Christ the Redeemer

Location: Rio de Janeiro, Brazil

Constructed: 1922 to 1931



Figure 35.Christ the Redeemer

Page 64 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The busy city of Rio De Janeiro has been one of Brazil's most popular tourist places for decades. The statue of Christ the Redeemer is one of the most famous tourist attractions here, and this Jesus monument is also one of the tallest statues in the world and was built between 1926 and 1931. The statue's design was credited by Heitor Da Silva Costa, but a Frenchman was commissioned to actually shape the piece.

Outstanding Universal Value

Brief Synthesis

The city of Rio de Janeiro, shaped by interaction with mountains and sea, lies in the narrow strip of alluvial plain between Guanabara Bay and the Atlantic Ocean. Its exceptionally dramatic landscape is punctuated by a series of forested mountains that tower over the city, rising to the uppermost peak of the Tijuca massif at 1,021 m high, and cascading down to the coast where the steep cone shapes of Sugar Loaf (Pão de Açúcar), Urca, Cara de Cão and Corcovado frame the wide sweeps of Guanabara Bay that shelters Rio de Janeiro from the Atlantic Ocean.

Cradled between these mountains and Guanabara Bay, the urban landscape of the city has been shaped by significant historical events, influenced by a diversity of cultures, is perceived to be of great beauty, and is celebrated in the arts, through painting and poetry in particular.

The property encompasses all the key natural, structural elements that have constrained and inspired the development of the city. These stretch from the highest points of the mountains of the Tijuca National Park with its restored Atlantic forest, down to the sea, and include the Botanical Gardens established in 1808, Corcovado mountain, with its statue of Christ, and the chain of dramatic steep green hills, Sugar Loaf, Pico, Leme and Glória, around Guanabara Bay, as well as the extensive designed landscapes on reclaimed land along Copacabana Bay which, together with Flamengo and other parks, have contributed to the outdoor living culture of the city.

Page 65 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The boundary includes all the best view points to appreciate the way nature has been shaped to become a significant cultural part of the city as well as the Guanabara Bay system of historic fortifications that gave Rio de Janeiro the character of a fortified city.

The city's densest buildings sit on the narrow strips of alluvial land between the mountains and the sea laid out in irregular clusters of tall white blocks which contrast vividly with the green vegetation of the mountains and the blue of the sea. None of these buildings are included in the property, but a significant number are included in the buffer zone.

Criterion (v): The development of the city of Rio de Janeiro has been shaped by a creative fusion between nature and culture. This interchange is not the result of persistent traditional processes but rather reflects an interchange based on scientific, environmental and design ideas that led to innovative landscape creations on a major scale in the heart of the city during little more than a century. These processes have created an urban landscape perceived to be of great beauty by many writers and travellers and one that has shaped the culture of the city.

Criterion (vi): The dramatic landscape of Rio de Janeiro has provided inspiration for many forms of art, literature, poetry, and music. Images of Rio, which show the bay, Sugar Loaf and the statue of Christ the Redeemer have had a high worldwide recognition factor, since the middle of the 19th century. Such high recognition factors can be either positive or negative: in the case of Rio, the image that was projected, and still is projected, is one of a staggeringly beautiful location for one of the world's biggest cities.

Integrity

The property encompass all the key natural, structural elements that have constrained and inspired the development of the city of Rio, stretching from the highest points of the Tijuca mountains down to the sea, and including the chain of dramatic steep green hills around the Guanabara Bay, as well as the extensive designed landscapes on

Page 66 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

reclaimed land around the Bay, that have contributed to the outdoor living culture of the city.

None of these elements is under threat, although the interface between these natural elements and the built-up city is vulnerable to urban pressures, the higher peaks are marred by a profusion of antennae and the Rodrigo da Freitas Lagoon (in the buffer zone) and the sea are subject to a degree of water pollution.

Authenticity

The mountains and open green areas of the Tijuca National Park, together with Corcovado and the hills around the Guanabara Bay still retain a similar combination of forest and open observation points as at the time of colonisation and allow access to vistas of the city from many high vantage points that demonstrate very clearly the extraordinary fusion between culture and nature in the way the city has developed.

The Botanical Gardens have retained their original neoclassical design with its special alignments and the fortresses keep alive the memory of the Portuguese settlements, engraved and described by the travellers that navigated the marine routes that focused on Rio de Janeiro.

The landscape designs of Burle Marx around almost the entire coast of Guanabara Bay, comprising Flamengo Park and the redesign of Copacabana beach conserve entirely the landscape morphology of their original designs and still confer high social benefits to the city.

However, in some instances elements of the designed landscape are vulnerable to incremental change – such as the paving and planting along Copacabana and Flamengo Park, where missing trees and mosaics need replacing, and in the Botanical Garden where the Imperial Palms along the main avenue are dead and need replacing.

Page 67 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Protection and Management Requirements

The Tijuca National Park was created by Federal Decrees in 1961. The Research Institute of the Botanical Garden was created by a federal autarchy under the auspices of the Ministry of Environment by a Law of 2001, which establishes its legal statutes, objectives, its structure of management and administration. The Pão de Açúcar (Sugar Loaf) and Urca were declared national monuments under the Law N° 9.985, of June 18 of 2000.

The Institute of the National Historical and Artistic Heritage (IPHAN) and its predecessors have catalogued, since 1938, the entirety of the sites and defined individual structures for national protection. They include as well as Tijuca National Park and the Botanical Gardens, the Parque Lage mansion, Flamengo Park, Cara de Cão, Babilônia, Urca, Sugar Loaf, Dois Irmãos and Pedra da Gávea hills, São João fort, Santa Cruz fort, and the urban landscape of Leme, Copacabana, Ipanema and Leblon beaches.

The Decree of IPHAN N° 127 of 30 April 2009 – established the designation of Brazilian Cultural Landscapes and a request has been made to designate Rio de Janeiro Landscape, as a Brazilian Cultural Landscape.

In the 20th century, high buildings were regulated through the creation of a norm establishing that it was not allowed to build more than twelve stories in height. In the 1970, planning instruments were adopted to control urban growth toward the hills in order to protect the nature conservation areas, sanctioned in 1976. This means that construction is not allowed beyond 60 meters above the sea level in the surroundings of the Pão de Açúcar (Sugar Loaf) and in Urca and the limit of no more than 100 meters above the level in the other hills of the city, considered areas of forest reserve.

A new Master Plan for Sustainable Urban Development of the City of Rio de Janeiro came into force in February 2011. The Plan establishes that the Landscape of Rio de Janeiro represents the most valuable asset of the city.

Page 68 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The Plan includes principles and guidelines to promote sustainable development as a means to promote economic development, social equity, and environmental and landscape preservation; sustainable use of the environment, landscape, and natural, cultural, historical, and archaeological heritage in the city's development and management; and conditioning of urban occupation to the preservation of the city's identity and cultural landscapes.

The Plan also allows for land use and occupation to be regulated by limitations of density, of economic activities, of the right to enjoy the natural landscape of the city, and of the quality of the urban environment. Heights of buildings shall be defined by the preservation and conservation of the integrity of the natural landscape.

The implementation of the Plan needs to progress through the adoption of its policies in the different areas of the city, including through specific laws.

The protection offered by the buffer zone needs strengthening with stricter guidelines on preservation, and, if found necessary by the Management Committee, more restrictive soil use and occupation parameters. The buffer zone needs to ensure the protection of views and the broad setting of the property as well as the interface with the property.

All areas of the buffer zone needs to be designated as Cultural Environment Protection Areas (APACs) and management plans for individual APACs developed accordingly further clarification is needed as to what is to be managed within the buffer zone.

A Management Committee to coordinate the management of the serial sites was established by Decree No. 464 of 29 December 2011 to develop and deliver an overall Management Plan for the property. The Management Committee, chaired by IPHAN, draws together the key stakeholders at the Federal, State and Municipal levels involved in the management of the different areas of the property. The Committee will determine the joint management structure and develop the joint management plan for the property and its buffer zone.

Page 69 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The Management Committee will ensure the adoption of possible additional protection measures for the sites, enforced through enhanced preservation structures.

A Management Plan needs to be finalized for the property and its buffer zone that addresses potential threats and possible remaining gaps in protection .so that preservation of the overall cultural landscape might be achieved.

As a basis for the Management Plan, there is a need to put in place a system for defining, recording and inventorying the key components of the overall cultural landscape and for defining monitoring indicators related to the attributes of Outstanding Universal Value.

The management of the property needs to address the issue of water pollution around Guanabara Bay through monitoring and positive action. In order to conserve both long views and the individual details of the property, there is a need to develop an overall Conservation Plan or Conservation approach for the property and for Conservation projects at various sites in order to conserve their important details.

7. Big Ben

Location: Westminster, London, England

Constructed: 1859



Figure 36.Big Ben

Page 70 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Big Ben is known for the Great Clock Bell at the northern end of the Palace of Westminster in London. The tower, where Big Ben is located, is officially known as “Elizabeth Tower”. It was built in 1859. The iconic clock tower of the House of Parliament is one of London’s most famous landmarks. Don’t leave London without visiting Big Ben, it is one of the most famous tourist attractions in the world!

Outstanding Universal Value

Brief synthesis

The Palace of Westminster, Westminster Abbey and St Margaret’s Church lie next to the River Thames in the heart of London. With their intricate silhouettes, they have symbolised monarchy, religion and power since Edward the Confessor built his palace and church on Thorney Island in the 11th century AD. Changing through the centuries together, they represent the journey from a feudal society to a modern democracy and show the intertwined history of church, monarchy and state.

The Palace of Westminster, Westminster Abbey and St Margaret’s Church continue in their original functions and play a pivotal role in society and government, with the Abbey being the place where monarchs are crowned, married and buried. It is also a focus for national memorials of those who have served their country, whether prominent individuals or representatives, such as the tomb of the Unknown Warrior. The Abbey, a place of worship for over 1000 years, maintains the daily cycle of worship as well as being the church where major national celebrations and cultural events are held. The Palace of Westminster continues to be the seat of Parliament.

Westminster School can trace its origins back to 1178 and was re-founded by Queen Elizabeth I in 1560. It is located around Little Dean’s Yard.

The iconic silhouette of the ensemble is an intrinsic part of its identity, which is recognised internationally with the sound of “Big Ben” being broadcast regularly around the world.

Page 71 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The Palace of Westminster, Westminster Abbey, and St Margaret's Church together encapsulate the history of one of the most ancient parliamentary monarchies of present times and the growth of parliamentary and constitutional institutions.

In tangible form, Westminster Abbey is a striking example of the successive phases of English Gothic art and architecture and the inspiration for the work of Charles Barry and Augustus Welby Pugin on the Palace of Westminster.

The Palace of Westminster illustrates in colossal form the grandeur of constitutional monarchy and the principle of the bicameral parliamentary system, as envisaged in the 19th century, constructed through English architectural references to show the national character.

The Palace is one of the most significant monuments of neo-Gothic architecture, as an outstanding, coherent and complete example of neo-Gothic style. Westminster Hall is a key monument of the Perpendicular style and its admirable oak roof is one of the greatest achievements of medieval construction in wood. Westminster is a place in which great historical events have taken place that shaped the English and British nations.

The church of St Margaret, a charming perpendicular style construction, continues to be the parish church of the Palace of Westminster and has been the place of worship of the Speaker and the House of Commons since 1614 and is an integral part of the complex.

Criterion (i): Westminster Abbey is a unique artistic construction representing a striking sequence of the successive phases of English Gothic art.

Criterion (ii): Other than its influence on English architecture during the Middle Ages, the Abbey has played another leading role by influencing the work of Charles Barry and Augustus Welby Pugin in Westminster Palace, in the "Gothic Revival" of the 19th century.

Page 72 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Criterion (iv): The Abbey, the Palace, and St Margaret's illustrate in a concrete way the specificities of parliamentary monarchy over a period of time as long as nine centuries. Whether one looks at the royal tombs, the Chapter House, the remarkable vastness of Westminster Hall, of the House of Lords, or of the House of Commons, art is everywhere present and harmonious, making a veritable museum of the history of the United Kingdom.

Integrity

The property contains the key attributes necessary to convey its Outstanding Universal Value. In 2008 a minor boundary modification was approved to join the existing component parts of the property into a single ensemble, by including the portion of the road which separated them. There are associated attributes outside the boundary, which could be considered for inclusion in the future, and this will be examined during the next Management Plan review.

The instantly recognisable location and setting of the property in the centre of London, next to the River Thames, are an essential part of the property's importance. This place has been a centre of government and religion since the days of King Edward the Confessor in the 11th century and its historical importance is emphasised by the buildings' size and dominance. Their intricate architectural form can be appreciated against the sky and make a unique contribution to the London skyline.

The distinctive skyline is still prominent and recognisable despite the presence of a few tall buildings as part of the property. The most prominent of these, Milbank Tower and to some extent Centre Point - now protected in their own right - were both extant at the time of inscription. However important views of the property are vulnerable to development projects for tall buildings. Discussions have begun and are ongoing on how to ensure that the skyline of the property and its overall prominence is sustained, and key views into, within and out of the property are conserved. The main challenge is agreeing on a mechanism to define and give protection to its wider setting. Until agreement can be reached on this, the integrity of the site is under threat.

Page 73 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

The buildings are all in their original use and are well maintained to a high standard. There has been little change to the buildings since the time of inscription although external repairs continue and security measures have been installed at the Palace of Westminster.

The heavy volume of traffic in the roads around the property does impact adversely on its internal coherence and on its integrity as a single entity.

Authenticity

The power and dominance of state religion, monarchy and the parliamentary system is represented tangibly by the location of the buildings in the heart of London next to the River Thames, by the size of the buildings, their intricate architectural design and embellishment and the high quality materials used. The Palace of Westminster, the clock tower and “Big Ben’s” distinctive sound have become internationally recognised symbols of Britain and democracy. All the buildings maintain high authenticity in their materials and substance as well as in their form and design.

The property maintains its principal historic uses and functions effectively. The Gothic Westminster Abbey, a working church, continues to be used as a place of daily worship. It remains the Coronation church of the nation and there are frequent services to mark significant national events as well as royal weddings and funerals and for great national services. Many great British writers, artists, politicians and scientists are buried or memorialised here. The Palace of Westminster continues to be used as the seat of the United Kingdom’s two-chamber system of democracy. St Margaret’s Church, now part of Westminster Abbey, remains at heart a medieval parish church, ministering to Members of both Houses of Parliament.

Protection and management requirements

The UK Government protects World Heritage properties in England in two ways. Firstly individual buildings, monuments and landscapes are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990, and the 1979 Ancient

Page 74 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

Monuments and Archaeological Areas Act and secondly through the UK Spatial Planning system under the provisions of the Town and Country Planning Acts. The individual sites within the property are protected as Listed Buildings and Scheduled Ancient Monuments.

Government guidance on protecting the Historic Environment and World Heritage is set out in the National Planning Policy Framework and Circular 07/09. Policies to protect, promote, conserve and enhance World Heritage properties, their settings and buffer zones are also found in statutory planning documents. Policies to ensure this can be found in statutory planning documents, which are reviewed and publicly consulted upon on a regular cycle.

The Mayor's London Plan provides a strategic social, economic, transport and environmental framework for London and its future development over the next 20-25 years and is reviewed regularly. It contains policies to protect and enhance the historic environment, including World Heritage properties. Further guidance is set out in London's World Heritage Sites – Guidance on Setting, and The London View Management Framework Supplementary Planning Guidance provides guidance on the protection of important designated views. It includes 10 views of the Westminster World Heritage property including a view looking from Parliament Square towards the Palace of Westminster.

The City of Westminster also has policies in its Core Strategy to protect the historic environment generally and the property specifically. Its cross cutting policies provide for management of the historic environment and protection of important views, buildings and spaces with particular reference to the Westminster World Heritage property. Although the property is located within the City of Westminster, much of its setting covers adjoining boroughs. The neighbouring Boroughs of Lambeth and Wandsworth also include policies in their Local Plans for the protection of the setting of the Westminster World Heritage property.

Page 75 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Both Westminster Abbey and the Palace of Westminster have Conservation Plans that put in place a comprehensive conservation maintenance regime based on regular inspection programmes. The Westminster World Heritage Site Management Plan was published by the property's Steering Group in 2007. There is no coordinator, and implementation of key objectives is undertaken by the key stakeholders – the Palace of Westminster, Westminster Abbey and Westminster City Council - working within the Steering Group framework.

There are continuing pressures for development and regeneration in the area around the property and permission has been given for tall buildings which could adversely impact on its important views. The guidance set out in the Mayor's Supplementary Planning Guidance on London's World Heritage Sites – Guidance on Setting, together with the London View Management Framework, English Heritage's Conservation Principles and Seeing the History in the View identify methodologies to which could be used to assess impacts on views and on the setting of the World Heritage property and its Outstanding Universal Value. However, there is no single, specific mechanism in place to protect the setting of the property.

As one of the most famous sites in London and a key tourist attraction, the property receives high numbers of visitors who require proactive management to minimise congestion and careful visitor management to protect the fabric and setting of the property. The protection and enhancement of the public realm and better traffic management, particularly in the quiet spaces adjacent to the property, are also important in protecting its setting. To address these issues, an overall visitor management strategy and a traffic management strategy are needed to complement the visitor management strategies of the individual stakeholders, together with greater protection of the setting of the property and its key views. Ways in which this can be achieved will be examined in the Management Plan reviews

Page 76 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

8. The Great Pyramids of Giza

Location: Giza Necropolis, Egypt

Constructed: 2600 BC (Approx)



Figure 37. The Pyramids of Giza

The Great Pyramids of Giza's One of the seven ancient wonders of the world, and wonderful feats of architecture. It is one of the most visited tourist destinations across the world for its amazing architecture. The Giza complicated consists of three large pyramids built for the pharaohs Khufu, Khafre and Menkaure. Historical examination shows that the Pyramids were built between 2589BC and 2504 BC.

Outstanding Universal Value

Brief Synthesis

Memphis is located in the center of the floodplain of the western side of the Nile. Its fame comes from its being the first Capital of Ancient Egypt. The unrivaled geographic location of Memphis, both commanding the entrance to the Delta while being at the confluence of important trade routes, means that there was no possible alternative capital for any ruler with serious ambition to govern both Upper and Lower Egypt. Traditionally believed to have been founded in 3000 BC as the capital of a politically unified Egypt, Memphis served as the effective administrative capital of the country during the Old Kingdom, then during at least part of the Middle and New Kingdoms

Page 77 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

(besides Itjtawy and Thebes), the Late Period and again in the Ptolemaic Period (along with the city of Alexandria), until it was eclipsed by the foundation of the Islamic garrison city of Fustat on the Nile and its later development, Al Qahira. As well as the home of kings, and the centre of state administration, Memphis was considered to be a site sacred to the gods.

The site contains many archaeological remains, reflecting what life was like in the ancient Egyptian city, which include temples, of which the most important is the Temple of Ptah in Mit Rahina. Ptah was the local god of Memphis, the god of creation and the patron of craftsmanship. Other major religious buildings included the sun temples in Abu Ghurab and Abusir, the temple of the god Apis in Memphis, the Serapeum and the Heb-Sed temple in Saqqara. Being the seat of royal power for over eight dynasties, the city also contained palaces and ruins survive of the palace of Apries overlooking the city. The palaces and temples were surrounded by craftsmen's workshops, dockyards and arsenals, as well as residential neighbourhoods, traces of which survive.

The Necropolis of Memphis, to the north and south of the capital, extends southwards from the Giza plateau, through Zawyet Elarian, Abu Ghurab, Abusir, Mit Rahina and Saqqara, and northwards as far as Dahshur. It contains the first complex monumental stone buildings in Egyptian history, as well as evidence of the development of the royal tombs from the early shape called "mastaba" until it reaches the pyramid shape. More than thirty-eight pyramids include the three pyramids of Giza, of which the Great Pyramid of Khufu is the only surviving wonder of the ancient world and one of the most important monuments in the history of humankind, the pyramids of Abusir, Saqqara and Dahshur and the Great Sphinx. Besides these monumental creations, there are more than nine thousand rock-cut tombs, from different historic periods, ranging from the First to the Thirtieth Dynasty, and extending to the Graeco-Roman Period.

The property also includes the remains of many smaller temples and settlements, which are invaluable for understanding ancient Egyptian life in this area.

Page 78 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Criterion (i): In Memphis was founded one of the most important monuments of the world, and the only surviving wonder of the ancient world, namely, the Great Pyramid of Giza. Its architectural design remains unparalleled and scientists continue to conduct research on how it was constructed. The Pyramid Complex of Saqqara is also a great masterpiece of architectural design, for it contains the first monumental stone building ever constructed and the first pyramid ever built (the Pyramid of Djoser, or the Step Pyramid). The great statue of Rameses II at Mit Rahina and the pyramids of Dahshur are also outstanding structures.

Criterion (iii): The ensemble of structures and associated archaeological remains at Memphis, including the archaic necropolis at Saqqara, dating back to formation of Pharaonic civilization, the limestone step pyramid of Djoser, the oldest pyramid to be constructed, the tombs and pyramids that reflect the development of funerary monuments, and the remains of the city, together form an exceptional testimony to the power and organization of the ancient capital of Egypt.

Criterion (vi): Memphis is associated with the religious beliefs related to the God of the Necropolis "Ptah" who was sanctified by the kings, as well as with outstanding ideas, artistic works and technologies of the capital of one of the most brilliant and long-standing civilizations of this planet.

Integrity

The Necropolis of Memphis contains within its boundaries all key attributes that convey the property's Outstanding Universal Value. The perfection of ancient building techniques has ensured the structural resistance of the main monuments to natural forces through time. They still display their beauty and convey their inestimable artistic and historic value, preserving all the main features that directly and tangibly associate them with the events, religious ideas and the development of methods of burial through different periods. The vicissitudes of history from 2200 BC until contemporary times have caused extensive damage that make them vulnerable in terms of surface details.

Page 79 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

The extensive number of smaller monuments and underground remains in the five main archaeological sites, as well as the sensitivities of the whole Giza Plateau, mean that the scope and extent of the remains as an ensemble also has considerable vulnerabilities, as a result of development and infrastructure pressures.

Authenticity

The form and material of the main monuments of the property from pyramids, tombs and settlements characterize it as one of the most authentic among the known monuments of the ancient world. The property preserves almost 80% of its ancient form and material.

In terms of setting, the monuments and the site of the capital are vulnerable to development, as well as to the indirect impacts of urban growth, both of which have the potential to erode their context between the Nile River and the desert and their ability to convey their sacred, spiritual and other associations in a powerful way.

Protection and management requirements

A comprehensive system of statutory control operates under the provisions of the Protection of Antiquities Law No. 117 of 1983 as amended by the Law No. 3 of 2010, for the protection of monuments. It also established the rules for preserving archaeological sites.

Despite the efforts for protection and requirements to retain its World Heritage status, a comprehensive management plan for the overall property has not been formulated. The major challenge is that the property contains five major archaeological sites and the conservation, forward planning, visitor management and capacity development for each of these needs to be brought together in one Management Plan that sets out an overall governance structure. Such a plan is urgently needed.

The Ministry of Antiquities has conducted a number of conservation projects on the property. More recent initiatives in Saqqara and Dahshur (2012) are being carried out

Page 80 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

with the involvement of all major stakeholders as well as the local community in the management of the site. There are also ongoing projects for the development and rehabilitation of the Giza Plateau in collaboration with all government bodies in Egypt (Giza Plateau Master Plan). The interventions in some of the most significant structures have been made in accordance with the international principles of restoration, with respect to the legibility of the edifices and to the principle of reversibility. The Sanctuary's location and setting has been almost entirely preserved, so that visitors are still able to experience the spiritual character of the archaeological site.

There is currently no buffer zone although work is ongoing by the Ministry of Antiquities to delineate one and ensure its protection in response to development pressures. This needs to be submitted to the World Heritage Committee.

9. Colosseum or Coliseum

Location: Rome, Italy

Constructed: 70 AD to 80 AD

The Colosseum or Coliseum in Rome, Italy, is one of the most popular tourist attractions in the world. The Roman Colosseum, whose original Latin name was Amphitheatrum Flavium, was situated just east of the Roman Forum. Construction began under the emperor Vespasian in AD 70. The Colosseum is the largest oval amphitheater in the world, the area of the entire building is around 6 acres (24,281 m), and has a seating capacity of approximately 50,000 people.

Outstanding Universal Value

Brief synthesis

The World Heritage property encompasses the whole historic centre of Rome within the city walls at their widest extent in the 17th century, as well as the Basilica of St. Paul's Outside the Walls. The property, complex and stratified, includes outstanding archaeological areas integrated in the urban fabric, which result in a highly

Page 81 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

distinguished ensemble. Founded on the banks of the Tiber river in 753 B.C., according to legend, by Romulus and Remus, Rome was first the centre of the Roman Republic, then of the Roman Empire, and in the fourth century, became the capital of the Christian world. Ancient Rome was followed, from the 4th century on, by Christian Rome. The Christian city was built on top of the ancient city, reusing spaces, buildings and materials. From the 15th century on, the Popes promoted a profound renewal of the city and its image, reflecting the spirit of the Renaissance classicism and, later, of the Baroque. From its foundation, Rome has continually been linked with the history of humanity. As the capital of an empire which dominated the Mediterranean world for many centuries, Rome became thereafter the spiritual capital of the Christian world.

Criterion (i) : The property includes a series of testimonies of incomparable artistic value produced over almost three millennia of history: monuments of antiquity (like the Colosseum, the Pantheon, the complex of the Roman and the Imperial Forums), fortifications built over the centuries (like the city walls and Castel Sant’Angelo), urban developments from the Renaissance and Baroque periods up to modern times (like Piazza Navona and the “Trident” marked out by Sixtus V (1585-1590) including Piazza del Popolo and Piazza di Spagna), civil and religious buildings, with sumptuous pictorial, mosaic and sculptural decorations (like the Capitoline Hill and the Farnese and Quirinale Palaces, the *Ara Pacis*, the Major Basilicas of Saint John Lateran, Saint Mary Major and Saint Paul’s Outside the Walls), all created by some of the most renowned artists of all time.

Criterion (ii): Over the centuries, the works of art found in Rome have had a decisive influence on the development of urban planning, architecture, technology and the arts throughout the world. The achievements of ancient Rome in the fields of architecture, painting and sculpture served as a universal model not only in antiquity, but also in the Renaissance, Baroque and Neoclassical periods. The classical buildings and the churches, palaces and squares of Rome have been an unquestioned point of reference, together with the paintings and sculptures that enrich them. In a particular way, it was in Rome that Baroque art was born and then spread throughout Europe and to other continents.

Page 82 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1 December, 2022
----------------	---	---	--

Criterion (iii): The value of the archaeological sites of Rome, the centre of the civilization named after the city itself, is universally recognized. Rome has maintained an extraordinary number of monumental remains of antiquity which have always been visible and are still in excellent state of preservation. They bear unique witness to the various periods of development and styles of art, architecture and urban design, characterizing more than a millennium of history.

Criterion (iv): The historic centre of Rome as a whole, as well as its buildings, testifies to the uninterrupted sequence of three millennia of history. The specific characteristics of the site are the stratification of architectural languages, the wide range of building typologies and original developments in urban planning which are harmoniously integrated in the city's complex morphology.

Worthy of mention are significant civil monuments such as the Forums, Baths, city walls and palaces; religious buildings, from the remarkable examples of the early Christian basilicas of Saint Mary Major, St John Lateran and St Paul's Outside the Walls to the Baroque churches; the water systems (drainage, aqueducts, the Renaissance and Baroque fountains, and the 19th-century flood walls along the Tiber). This evidently complex diversity of styles merges to make a unique ensemble, which continues to evolve in time.

Criterion (vi): For more than two thousand years, Rome has been both a secular and religious capital. As the centre of the Roman Empire which extended its power throughout the then known world, the city was the heart of a widespread civilization that found its highest expression in law, language and literature, and remains the basis of Western culture. Rome has also been directly associated with the history of the Christian faith since its origins. The Eternal City was for centuries, and remains today, a symbol and one of the most venerable goals of pilgrimages, thanks to the Tombs of Apostles, the Saints and Martyrs, and to the presence of the Pope.

Page 83 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Integrity

The World Heritage property Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori le Mura, contains all the essential elements needed to express its Outstanding Universal Value. The property encompasses the whole historic centre of Rome, first inscribed on the World Heritage List in 1980 and extended in 1990 to the walls of Urban VIII, to the Holy See's extraterritorial properties, and to the Basilica of Saint Paul's Outside the Walls, thereby ensuring the complete representation of the values previously recognized. The property, marked by a complex stratification, includes some of the most important artistic achievements in the history of humanity, such as the archaeological areas, the Christian Basilicas, and the masterpieces of Renaissance and Baroque art. The property is exposed to a number of threats, including development and environmental pressures, decay of historic buildings, natural disasters, visitor and tourism pressure, and changes in the social and economic framework of the city centre. There are also risks of vandalism and terrorism. All these are being addressed by the site managers.

Authenticity

The historic city, which has constantly changed throughout the centuries, today has a multifaceted and distinctive image. From the 19th century on, a careful and thorough policy has been implemented to protect its monumental and archaeological heritage, inspiring an intense activity of restoration, based on principles and laws born of scholarly discussions which were first tested here (restoration of the Colosseum, the Arch of Titus, etc.). Conservation work in Rome has gradually passed from individual monuments to the entire historic fabric of the city, leading to provisions for the protection of urban areas, which made it possible to maintain the integrity of an immense historic district. In Rome there is the *Istituto Centrale del Restauro* (now *Istituto Superiore per la Conservazione e il Restauro*), a prestigious international study centre which played a key role in drafting the Venice Restoration Charter and which helped to define conservation methodologies and tools. The city, centre of civilization from earliest times, today remains an extremely lively hub for

Page 84 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

meetings and exchange; it has a rich cultural, social and economic life, as well as being a leading destination for pilgrims and tourists. Rome, in all its activity, considers it a priority to preserve its outstanding cultural heritage and to ensure the effective protection of its authenticity.

Protection and management requirements

The property is particularly complex, due not only to its size but also to its many functions (it is also the centre of the capital of Italy), institutions and to its status as a transnational property involving Italy and the Holy See.

With the legal establishment of *Roma Capitale* – the former Municipality of Rome - as a public institution with extended powers, Italy has started the process of simplifying governance, thus uniting in a single subject the institutional capacities for dealing with the promotion and presentation of the property.

The transnational property is protected by legislation of both the Holy See and the Italian Republic. On the part of the Holy See, the Law No. 355 for the Protection of the Cultural Heritage (25 July 2001) protects the site. Legal protection under Italian law includes, on the national level, Legislative Decree No. 42 (22 January 2004), and on the regional level, Law No. 24 (6 July 1998) and the Territorial Landscape Plan that outlines strategies for landscape heritage protection.

On the local level, the General Urban Plan of Rome regulates the entire territory of the city and represents an innovative and flexible tool for the protection, promotion and presentation of the World Heritage property. Specifically, it extends the classification of “historic city” to the whole World Heritage property and to the surrounding areas of the town. Here the regulations take into account the integrity of the urban fabric and the features of the building typologies, allowing different practices and quality controls. It selects, defines and regulates the areas of strategic planning (e.g. the Tiber, the Forums, the city walls), as well as those for potential development. It also outlines fundraising mechanisms for conservation, promotion and presentation of the site.

Page 85 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

In addition, *Roma Capitale* has developed a strategic plan containing actions and major interventions aimed at protecting and promoting the values of the property.

Roma Capitale, the Ministry of Cultural Heritage and Activities, the Lazio Region and the Vicariate of Rome have signed an Agreement Protocol for the management of the site. This Protocol identified *Roma Capitale* as the agency of reference for the property and called for the establishment of a Technical-Scientific Commission, later expanded to include members appointed by the Holy See, for drafting the Management Plan.

In conjunction with the drafting of the Management Plan, the Commission has systematically reviewed the action plans of competent institutions, focusing on critical issues, opportunities and needs from a human and environmental standpoint, and promoting workshops and listening sessions with the participation of the main stakeholders.

Similarly the top man made wonders of Africa are the following:

SITE	COUNTRY	LOCATION FROM CAPITAL CITY	DETAILS
Pyramids of Egypt	Egypt	Gaza , 22.1 km West of Cairo	The famed pyramids along the Nile are at their best in Giza, where the three greatest tombs stand. The one built 46 centuries ago for Pharaoh Khufu is one of the original ancient Seven Wonders.
Abu Simbel Temples	Egypt	Nubia, about 1,010 km South of Cairo	Four immense statues of the great Egyptian pharaoh Rameses protect the entrance to his Abu Simbel temple overlooking the Nile River.
Afrikaans Language Monument	South Africa	Paarl 7646, 58.6 km East of Cape Town	This monument pays tribute to a unique language that is only 300 years old, created from the melting pot of nationalities and language in the Cape. The Dutch settlers, French Huguenots, slaves from Malaysia,

			Indonesia, Madagascar and West Africa and the local Khoi people all needed to communicate, thus it's significance.
Kano City Wall	Nigeria	Kano, 989 km North East of Lagos	Built in the 11 th and 12 th centuries and extended in the 1500s, the wall is an example of ancient fortifications in Africa. This wall has a 17.5 km circumference with 16 gates, protecting what is still an important centre of trade. Also within this wall is a national monument of architectural excellence.
Giza Necropolis	Egypt	Al Ahram, 22.2 km South West of Cairo	The capital of the Old Kingdom of Egypt has some extraordinary funerary monuments, including rock tombs, ornate mastabas, temples and pyramids. In ancient times, the site was considered one of the Seven Wonders of the World.
Karnak Temple Complex	Egypt	Luxor, 641 km South East of Cairo	Karnak Temple was the leading Egyptian spiritual center several thousand years ago. The complex was built along the Nile and is incredibly large. The star is the high columned Great Hypostyle Hall.
Djmaa el Fna	Morocco	Marrakesh, 322.4 km South West of Rabat	The world's most exciting town square. It reminds you you're in Africa. In the heart of the old city of Marrakech, snake-charmers, henna-painters, story-tellers and orange juice vendors set up their stalls in the sleepy heat of the afternoon. As night falls, the vendors are joined by tribal drummers, ladyboy dancers and mobile restaurants selling delicious grilled meats, bread and salad as the smoke rises above

			their stalls till past midnight.
Medival Churches	Ethiopia	Lalibela, 674 km North of Addis Ababa	Lalibela is famous for its amazing rock cut churches. It has eleven churches issued to excistance by King Lalibela in the early part of the 11 th century. It also has religious symbols, including crosses, swastikas and stars of David, the latter echoing the claim of previous dynasties to descent from King Solomon and the Queen of Sheba.
Osu Castle	Ghana	Osu, Accra 2.1 South East Accra	This reflects the history of the Ghanaian nation. It was built by Danish colonialists in 1659 on land bought from a tribal chief in Accra. It fell and was rebuilt in 1824 by the British.
Olduvai Gorge Museum	Tanzania	Ngorongoro, 480.7 km North of Dodoma	Over the last thirty years or so, it has become increasingly apparent that Africa is probably the “Cradle of Mankind”. From Africa they spread out to populate the rest of Earth. Remain of the earliest humans were found in Oldupai Gorge.

Table 1:Major man made wonders of Africa

Self-check-1

Part-I: True or false

Instruction: Write true if the statement is correct and false if incorrect. You have given 2 Minute for each question. Each question carries 3 Point.

-----1. Many travelers enjoy Paris for the art and go to see the galleries and museums.

-----2. Tourists visit London to visit attractions, like the Tower of London, Westminster Abbey, and St. Paul's Cathedral.

-----3. Hong Kong is a convenient holiday destination and it's shopping

-----4. Bangkok is home to the world's tallest building, the Burj Khalifa

-----5. Rome is famous for its beautiful beaches and urban gardens like Casa Garden and Sun Yat Sen Park.

-----6. The historic Sultanahmet District and the touristic Istiklal Caddesi area uncovering the historic and modern mix in local neighborhoods Visitors enjoy in Macha

-----7. Delhi has many religious landmarks that attract tourists, like the Swaminarayan Akshardham and Gurudwara Bangla Sahib.

-----8. What makes Japan so popular is the whirlwind of eye-popping attractions, from ancient temples and Anime to the Tokyo Skytree broadcast tower.

-----9. Mexico City has risen in the ranks over the years to be recognized as one of the greatest cosmopolitan capitals in the world.

Page 89 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

-----10. Antalya, Turkey is a juxtaposition of grand, ornate imperial culture, set against frenetic, modern urban energy.

Part -II :Matching

Instruction: Match column **A with the appropriate in the column **B**. You have given 2 Minute for each question. Each question carries 2 Point.**

A

*** B***

- | | |
|---|--|
| -----1. The Eiffel | A. world wonderful feats of architecture |
| -----2. The Taj Mahal | B. The tallest statues in the world |
| -----3. Machu Picchu | C. The longest man-made monument |
| -----4. The Great Wall of China | D. Most iconic archaeological site |
| -----5. The statue of Christ the Redeemer | E. Famous tomb of white marble ivory |
| -----6. The Great Pyramids of Giza's | F. Famous towers |

Part-III: short Answer writing

Direction: write short answer for the given question. You are provided 10 minute for each question and each point has 4Points.

1. Use a current Travel trade Visa Guide or relevant Internet websites to find out the current visa requirements, customs regulations and health/ safety recommendations for the following countries: Ethiopia, Egypt, France, Italy and Russia.
2. Name three general media publications which have a regular travel feature or travel section.
3. Name two current television programs which deal with tourism destinations and write a short report providing details about one of these programs?
4. Access a guidebook for an International city, town or region. List the type of information presented in the guidebook?
5. Name and briefly describe five websites which are important sources of tourism destination information?

Page 90 of 105	Author/Copyright Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1 December, 2022
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Unit Two: Update knowledge of international destinations

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

2.1. Techniques to update information

2.1.1. Liaise with trade and general media

2.1.2. Attend product launches

2.1.3. Attend promotional seminars

2.1.4. Familiarizations

2.1.5. Access the internet and intranet

2.2. Feedback on international destinations experience

2.3. Share update information with colleagues

This unit will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Use formal and informal research to update destination and product knowledge
- Seek feedback on international destinations experience and providing to other organizations.
- Share update information with colleagues

2.1. Techniques to update information

2.1.1. Liaise with trade and general media

This can be undertaken via:-

- Trade magazines

Different sectors within the tourism industry will have their own publications.

- Hotel School Publications

Tourism and Hospitality educational providers around the world often have a dedicated research or on-line library containing latest information specific to industry.

- Newsletters

These usually come in electronic form and are mostly free of charge. They are often produced by industry suppliers or support services and made available as a marketing tool. They commonly contain a significant advertising component but also contain useful information that can be readily applied to working life. Examples include:

- Ehotelier - <http://ehotelier.com/hospitality-news/archive.php>
- Hospitality Sales & Marketing Association International - <http://www.hsmi.org/resources/newsletter.cfm> ,,
- Daily News for the International Travel and Tourism Industry“ – www.traveldailynews.com/ ,,
- E-Global Travel Media“ – <http://www.eglobaltravelmedia.com.au/mailindex>.
- Brochures
- Advertisements

Whether in the newspaper or in other formats (brochures, TV, flyers) these are an excellent source of information about new products and services, changes to existing products, process, special deals and offers.

- Reference books

There are many reference books available covering many areas of the tourism industry:

- www.lonelyplanet.com
- www.travelguideuniverse.com.au

Page 92 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

- www.roughguides.com.
- Internet

Some of the above „written material“ sources are internet based however the internet is a great source of much more. You should develop a list of favorites and bookmark them for ready reference. These might include:

- Suppliers – There are many suppliers who will have their own websites
- Industry associations.
- Global Examples:
- The Air Transport Association (IATA) – www.iata.org
- World Tourism Organization – <http://www.unwto.org>

2.1.2. Attending product launches

You are in a good position to attend many of these by the virtue of being in the travel industry. Sales representatives may give you an invitation or an invitation may be given to all staff at your workplace. These events are good networking opportunities and they also provide product knowledge about the product being launched.

2.1.3. Attending promotional seminars

You should attend these whenever possible and make an effort to attend a major one at least every two years. Let your employer know you are interested in attending and keep an eye in the media and trade publications about events that are coming up. Conferences and seminars are extremely useful because they are:

- A great source of industry contacts. It is beneficial to begin „networking“ as soon as possible
- Good sources of new ideas, new products and new industry thinking
- A good opportunity to share and test ideas. If you can't attend them, then make sure you read about them in the trade magazines or make contact with someone who has attended.

Page 93 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

2.1.4. Familiarizations

Familiarizations are marketing or promotional activities that many companies engage in to make targeted people or businesses more aware of their presence, what they have to offer etc. They involve inviting a nominated person to fly, stay, tour etc free of charge to experience what they have to offer and become familiar with the product. Airlines, tour companies, properties etc commonly offer trade familiarizations seeking to make people in the trade such as travel agents and wholesalers, more aware of the features and services their product has to offer. The intention is that if they positively impact on these people they will refer more paying customers to them. Journalists are also offered familiarizations who will in turn write a positive article about the property, airline, or other service, thereby influencing readers to visit that property, use that airline, or other service.

2.2. Feedback on international destinations experience

Feedback on international destinations experience can be undertaken through formal and non-formal feedback methods.

Formal feedback

This approach is used when established avenues have been established to collect information. These approaches include:

Customer comment cards – these are established documents aimed at getting responses to a wide range of questions covering all facets of an operation

General Manager cocktail parties – this approach involves selected guests enjoying refreshments with senior management. It is common for management to ask questions about their stay and suggestions for improvement. This approach is also beneficial in finding out more about the customer, which can be used to provide more personalized service

Interviews and follow up calls – at times management may contact customers to find out about their experiences or visits

Page 94 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

Meetings – staff meetings are held on a regular basis and normally will explore the performance of operations. At these meeting, comment cards from customers are discussed with strategies for improvement implemented

Performance reviews – this approach is used by management when providing feedback to staff regarding their performance. During these reviews, management will also ask staff for their suggestions or recommendations for improvement. At times, causes of poor staff performance will identify faults in the operation (lack of training, understaffing, limited or faulty equipment) which can be improved.

Informal feedback

This approach is a very effective way to get feedback. This information may come in the form of „gossip“ or „through the grapevine“, however is the provider of the largest amount of feedback.

Informal feedback involves collecting information and feedback outside the above mentioned formal avenues. This includes:

General discussion – whether with fellow staff or with customers, by interacting with people, you can get a good feel of what people are thinking

Observations – this is a great form of feedback. It is encouraged that staff observe the actions and reactions of customers and fellow staff. Most people are often uneasy about truthfully giving negative feedback, so this approach is useful in getting an accurate reading of what people are thinking in different situations.

2.3. Share update information with colleagues

Ways to share information with fellow colleagues are to:

- Tell your colleagues about what you have learned – on a one on-one basis or at staff briefings
- E-mail co-workers with the information you have discovered
- Prepare a short handout – put this on the notice board or photocopy and distribute it

Page 95 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

- Present it in meetings
- Verbally providing advice that includes the new information
- Preparing posters to share the information
- Producing handouts – perhaps a list of restaurants at a particular destination they are visiting.

Page 96 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Self-check-2

Part-I: True or false

Instruction: Write true if the statement is correct and false if incorrect. You have given 2 Minute for each question. Each question carries 3 Point.

-----1. Effective media liaison and management requires a good mix of research

-----2. A product launch give customers the chance to buy the new product is only one of them.

-----3. A well promoted event increases public awareness of the organization.

-----4. Familiarization allows the researcher to reflect on their own position within the research as well as to establish their position (or role) as a researcher within the community.

Part-II: short Answer writing

Direction: write short answer for the given question. You are provided 10 minute for each question and each point has 4Points.

1. What are the ways to update knowledge of international destination information?
2. What is the difference between internet and intranet?
3. What are the ways to share information with fellow colleagues?

Page 97 of 105	Author/Copyright	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

Unit Three: Provide information and advice on international destinations

This learning unit is developed to provide the trainees the necessary information regarding the following content coverage and topics:

- 3.1. Specific information and advice needs
- 3.2. sources of health and safety information
 - 3.2.1. Travel warning advice
 - 3.2.2. Health advisory notices and vaccination information

This unit will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Identify specific information and advice needs of the customer
- Refer sources of health and safety information to customers

3.1. Specific advice needs

When looking at the economy as a whole demand is driven by the need for people to travel, for whatever reason that may be. In addition they must have the financial means to do so.

Demand, in relation to the tourism industry, is influenced by:

- Necessity – the need to travel, whether for business or leisure
- Employment - is measured as the number of adult workers who have jobs
- Inflation - means undue expansion or increase of the currency of a country. The higher inflation, the more expensive items are compared with their wages
- Disposable income – how much money is available to spend on items after necessities have been paid for. Travel is generally not considered a necessity
- Costs of goods and services – how much it costs to purchase a product or service. Many tourism businesses now offer cheaper package deals including flights and accommodation, increasing demand for travel
- Opportunity costs – an evaluation of alternative options. Generally a travel consumer will compare offerings from competitors, in a specific location or from a global perspective when selecting travel
- Basic needs and wants – many people work hard and want to make the most out of their leisure time. They have specific goals towards travel and want these fulfilled. They may be a need for relaxation, adventure or learning of new cultures
- Marketing and promotions – with easier access to greater media sources, including the internet, many people are becoming aware of the tourism opportunities not only in their region but around the world.

Page 99 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

- Whilst a number of reasons for demand have been identified, if there is no demand, there is no need for tourism businesses to exist. Whilst the world may be in the midst of economic uncertainty, tourism still seems to be a growth market throughout the world. People still need to travel, whether locally, regionally, domestically or internationally and therefore demand remains strong. The world is becoming a smaller place and with a combination of cheaper and more accessible travel options, increased disposable income and the desire to travel, demand for tourism remains strong.

3.3. Source of Health and safety information

3.3.1. Travel warning advice

Travel warning advice issued by the federal government of Ethiopia for international travellers are the following :

Health

- COVID-19 remains a risk in Ethiopia.
- Health facilities are limited in Addis Ababa.
- In rural areas, facilities are inadequate. If you're seriously ill or injured, you'll need medical evacuation out of the country. Ensure your health insurance covers this. The availability and timeliness of medical evacuation services may be affected.
- Yellow fever is widespread in Ethiopia. Get vaccinated before you travel. Malaria is present everywhere in Ethiopia except Addis Ababa and areas above 2000m. Consider taking anti-malarial medication.
- HIV/AIDS is widespread. Take precautions if you're taking part in high-risk activities.
- Ethiopia is free of wild poliovirus. However, the disease may still come in from nearby countries. Some cases of the rarer vaccine-derived strain of polio have been found in Ethiopia. Check your vaccinations are up to date before you travel.

Page 100 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Safety

- Compared with many African countries, Ethiopia is a remarkably a safe place and serious or violent crime is rare.
- Outside Addis Ababa, the risk of crime is also smaller.
- The following are some of the dangers and annoyances that tourists will face;
- Theft: pick pocketing that is common to every corners of Ethiopia
- Scams & rip-offs: Involves fairly harmless confidence tricks. Common methods are the “hard luck” stories; of those solicit sponsorship for education or travel in Ethiopia or abroad. There are also fake antiques for sale in the shops.
- Freeing- Frenzy’: This is the common annoyance in Ethiopia. It may be the screaming, giggling, shouting ‘you’ plain greeting or asking the same questions over and over and over and again and it happens about every 10 meters!
- Begging: One of the most distressing aspects of travel in the third world Countries. Some travelers find it very upsetting to be specifically ‘targeted’ by beggars just because they are foreigners.
- Bureaucracy
- Self-Appointed Guides: Caused by high unemployment rate in the country .You will be approached, accompanied for a while, given unasked information and then charged.
- Shiftas and civil disturbances: Reported in some of remote areas, such as Ogaden desert, near the Kenyan boarder & along Awash-Mile road
- At the Airport-tourist guides and taxi drivers attempt to have high commission around tourist destinations

Local laws

- You should comply with the law, including on carrying identification documents at all times, possession of foreign currency and possession of weapons. You should avoid confrontation and follow the instructions of the authorities.

Page 101 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

- Ethiopian laws can be quite different from Australia and penalties may appear harsh by Australian standards. Get professional advice if you're involved in legal matters.
- If you're in a road accident, don't move your vehicle before a police officer arrives. It's illegal to do so.
- Understand and follow local laws. It's illegal to buy or remove cultural artifacts without a permit, or export certain amounts of precious stones. It's also illegal to own ivory or to interact with beggars or vendors in traffic.
- Be careful when taking photos. It's illegal to photograph the Presidential Palace, military sites and personnel.
- Same-sex sexual acts are illegal. Ethiopia also has conservative dress and behavior standards.

Travel

- You must have a visa to enter Ethiopia. Visa applications may be made online. Entry and exit conditions can change at short notice. You should contact the nearest embassy or consulate of Ethiopia for the latest details.
- COVID-19 restrictions are in place. You must wear a mask in meetings. To take part in sporting events you are required to provide evidence of vaccination against COVID-19 or a negative COVID test. Follow the instructions of local authorities or you could be fined, encounter force or face imprisonment.
- Check with your airline or travel agent for any additional, airline-specific, COVID-19 measures.
- The official currency is the Ethiopian Birr (ETB). You can exchange US dollars at the international airport, major banks and hotels. It's difficult to change Australian dollars. ATMs issue small amounts of local currency. Large hotels, some restaurants and large shops accept credit cards in Addis Ababa. Have multiple ways to access money

Page 102 of 105	<u>Author/Copyright</u>	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

3.3.2. Health advisory notices and vaccination information

Wherever you are, follow COVID-19 prevention measures, such as wearing a mask, washing hands frequently, maintaining physical distance of at least 1 metre, and avoiding crowded or poorly ventilated places and settings whenever possible. Traveling may place you in areas that are closed, confined, or crowded (the three Cs), which puts you at a higher risk of being exposed to the virus that causes COVID-19. Whenever possible, stay in open, well-ventilated settings. While travelling, practice prevention measures even if you are fully vaccinated against COVID-19.

Be sure to follow COVID-19 travel policies and rules required by venues, transport operators and travel hubs such as airports, bus terminals, and train stations. Know before you go.

Page 103 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022

Self-check-3

Part-I: True or false

Instruction: Write true if the statement is correct and false if incorrect. You have given 2 Minute for the question. The question carries 2 Point.

-----1. If there is no demand, there is no need for tourism businesses to exist

Part-II :Multiple choice

Instruction: select the correct answer form the give choice. You have given 2 Minute for the question. The question carries 3 Point.

-----1. Demand, in relation to the tourism industry, is influenced by:

1. Necessity
2. Inflation -
3. Disposable income
4. All

Part- III: short Answer writing

Direction: write short answer for the given question. You are provided 10 minute for the each questions .The questions carries 10 Points.

- Identify specific international destination information and advice needs of the customer
- Refer sources of health and safety international destination information to customers

Page 104 of 105	Author/Copyright	Module title: Overview of international destination information	Training module Version -1
	Ministry of Labor and Skills		December, 2022

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Page 105 of 105	<u>Author/Copyright</u> Ministry of Labor and Skills	Module title: Overview of international destination information	Training module Version -1
			December, 2022