

# Heritage Treasure

## An In-Depth Analysis of UNESCO World Heritage Sites

*Topic: Brainstorming (Idea Generation & Concept Development)*

### 1. Brainstorming Objectives

Objective	Description	Expected Outcome
Awareness Creation	Highlight cultural & natural heritage importance	Increased public engagement
Tourism Analysis	Study visitor trends & economic impact	Sustainable tourism planning
Conservation Strategy	Identify threats & preservation methods	Long-term heritage protection
Digital Transformation	Use dashboards & analytics tools	Data-driven insights
Community Impact	Evaluate local employment & development	Inclusive growth models

### 2. Sample UNESCO World Heritage Sites

Site Name	Country	Type	Focus Area
Taj Mahal	India	Cultural	Tourism growth & preservation funding
Great Barrier Reef	Australia	Natural	Climate change impact
Machu Picchu	Peru	Cultural	Visitor capacity management
Serengeti National Park	Tanzania	Natural	Wildlife conservation
Acropolis of Athens	Greece	Cultural	Heritage restoration funding

### 3. SWOT Analysis Summary

Strengths	Weaknesses	Opportunities	Threats
Global recognition	High maintenance costs	Digital heritage promotion	Climate change
Cultural value	Vulnerability to disasters	Smart tourism models	Urbanization
Tourism revenue	Political instability impact	International funding	Armed conflicts