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Agenda item [[2]](#footnote-2) 2.6

Technical Domain / Task Number 2 ………10.2.10…………………………

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Proposal for updating G1075 on A Business Plan for the complementary use of a Heritage Lighthouse

# Summary

The 78th session of the IALA Council approved the Committee work programme for the period 2023-2027 , which includes the update of Guideline G1075 by the ENG Committee. During the ENG17 meeting, staff from the China MSA who participated in WG3 were invited to assist in reviewing and revising Guideline G1075 (Version 1.0). The completion of this task is scheduled for the autumn meeting of 2025 (ENG 21). According to the planned schedule, staff from the China Maritime Safety Administration conducted an initial review and amendment to the G1075 "A Business Plan for the complementary use of a Heritage Lighthouse" and formed an updated draft for the consideration of WG3 of the ENG Committee.

## Purpose of the document

This paper aims to provide suggestions for improving the guideline G1075 document to better align it with modern project management needs and technological development trends, enhancing its practicality and modernization.

## Related documents

1. IALA Guideline G1075 Ed.1 A Business Plan for The Complementary Use of A Heritage Lighthouse
2. IALA committee work programme 2023-2027
3. IALA Complementary Lighthouse Use Manual

# Background

In December 2009, IALA published the first edition of G1075 "A Business Plan for The Complementary Use of A Heritage Lighthouse" to provide guidance and recommendations to IALA members on how to develop a single heritage lighthouse and how to create a commercial business plan. Additionally, it aimed to assist lighthouse maintenance management agencies by offering guidance on the factors that need to be considered for the smooth implementation of supplementary lighthouse utilization development projects and effective communication among project stakeholders. This guideline can also serve as a feasibility assessment guide for commercial development project plans, helping project managers with the initial assessment and direction of the project’s feasibility.

The G1075 document currently covers various aspects of the comprehensive commercial development of heritage lighthouses. However, with the advancement of technology and the evolution of project management methodologies, the 2009 edition of the guideline no longer reflects the current tourism market and the application and development trends of related technologies. Emerging technologies in tourism, such as virtual realization, digital project management tools, and flexible financial models, should be integrated into the considerations for the supplementary utilization and commercial development of lighthouses. The guideline G1075 should be revised and updated with these new trends and technologies to reflect the latest practices and technologies, providing IALA members with the most forward guidance.

# Discussion

The following content covers the main aspects of this revision of the guideline G1075 , supplementing the existing guideline with sections on "Enhancing Community and Stakeholder Engagement," "New Marketing Strategies," "Virtual and Augmented Reality (VR/AR) Technologies," "Sustainable Development and Environmental Considerations," "Flexible Financial Models," "Data Analysis and Decision Support," "Cybersecurity and Data Protection," "Introduction of Digital Project Management Tools," "Dynamic and Real-time Risk Management (Monitoring)," and "Comprehensive Health and Safety Management."

## Enhancing Community and Stakeholder Engagement

In section 3.5.4 Involvement of Other Groups, add the following sentences: “(such as local government, cultural heritage protection organisations, the tourism bureau, and the local community), maintain cooperation and communication, and regularly report on project progress to facilitate its smooth implementation.”

Community and stakeholder engagement are crucial to the success of a project. By collecting feedback and opinions through social media and online platforms, the project team can ensure that the project aligns more closely with actual needs, garner broader support and recognition, reduce potential opposition and conflicts, and increase the likelihood of smooth project implementation and social acceptance.

## New Marketing Strategies

In section 3.5.21 Advertising, add the following sentences: “ Additionally, new marketing strategies such as content marketing, influencer marketing, and digital advertising should be appropriately introduced. Utilizing artificial intelligence (AI) for precision marketing can enhance the effectiveness of market promotion.”

The modern marketing environment is changing rapidly, and traditional marketing strategies may not effectively reach the target market. By introducing new marketing strategies such as content marketing, influencer marketing, and digital advertising, and utilizing AI for precision marketing, project teams can more effectively promote the project, increase market penetration and brand awareness, and attract more potential clients and investors.

* 1. **Virtual and Augmented Reality (VR/AR) Technology**

After section 3.5.21 Advertising, add the following paragraph:“3.5.22 Application of VR/AR Technologies. During the project presentation and planning phases, utilize Virtual Reality (VR) and Augmented Reality (AR) technologies to offer stakeholders and potential clients immersive experiences, helping them to better understand the scale and potential of the project.”

## VR and AR technology can provide immersive experiences during the project presentation and planning phases, helping stakeholders and potential clients more intuitively understand the project’s scale and potential. This technology not only increases the attractiveness of project presentations but also reduces communication misunderstandings, enhancing the accuracy and feasibility of project design and planning.

## Sustainable Development and Environmental Considerations

After section 3.5.23 Market Trends, add the following paragraph:“3.5.24 Sustainable Development and Environmental Considerations.The project should consider Sustainable Development Goals (SDGs), including carbon emission calculations, the use of renewable energy, and the selection of environmentally friendly materials, to ensure that the project's environmental impact is minimized.”

In line with the United Nations’ 17 Sustainable Development Goals and relevant documents such as IALA Recommendation R1005, the SDGs have become a global focal point. By incorporating measures such as carbon emission calculations, the use of renewable energy, and the selection of environmentally friendly materials, the project can not only reduce its negative environmental impact but also enhance its social responsibility image, attracting more environmentally conscious investors and consumers, and strengthening the project’s long-term sustainability.

## Flexible Financial Models

After section 3.6.6 Cash Flow, add the following paragraph:“3.6.7 Flexible Financial Models. Use flexible financial models such as sensitivity analysis and scenario planning to respond to market changes and uncertainties, improving the financial robustness of the project.”

The uncertainty of the market environment requires projects to have stronger financial resilience. By using flexible financial models such as sensitivity analysis and scenario planning, project teams can better respond to market changes and uncertainties, optimize resource allocation, enhance the financial robustness and risk resistance of the project, and improve the level of financial management of the project.

## Data Analysis and Decision Support

After section 3.6.10 Funding Consideration, add the following paragraph:“3.6.11Data Analysis and Decision Support. The project team could utilize big data analysis and machine learning models to forecast visitor numbers, financial performance, and market demand. Data-driven decision-making methods will enhance the reliability and accuracy of the project.”

The development of big data and machine learning technologies allows for more precise predictions and decisions in project management. By incorporating data analysis and decision support tools, the project team can more accurately forecast visitor numbers, financial performance, and market demand, thereby increasing the project’s reliability and accuracy. This data-driven approach will provide an advantage in resource allocation and strategic decision-making.

## Cybersecurity and Data Protection

After section 3.6.12 Finance Review, add the following paragraph:“3.6.13 Cybersecurity and Data Protection. During the project's digital transformation process, strengthen cybersecurity and data protection measures to ensure the security and integrity of project data.”

As projects undergo digital transformation, cybersecurity and data protection become increasingly important. By strengthening cybersecurity and data protection measures, project teams can ensure the security and integrity of project data, prevent data breaches and cyber-attacks, protect the project’s intellectual property and sensitive information, and enhance the project’s safety and credibility.

## Digital Project Management Tools

After section 3.7.2 Organizational Management Structure, add the following paragraph:“3.7.3 Digital Project Management Tools. Integrate modern project management software (such as JIRA, Trello, Asana) and collaboration platforms (such as Slack and Microsoft Teams) to optimize project management processes and enhance team collaboration efficiency.”

Modern project management software and collaboration platforms can significantly improve team efficiency and collaboration capabilities. By integrating project management tools like JIRA, Trello, and Asana with collaboration platforms like Slack and Microsoft Teams, project teams can more efficiently manage tasks, track progress, communicate, and share documents, thereby optimizing project management processes and reducing communication barriers.

## Dynamic and Real-time Risk Management

In section 3.8.2 Risk Analysis, add the following paragraph:“It is advisable to consider adopting real-time risk management by utilizing real-time risk assessment software and dynamically adjusting risk management strategies to ensure timely identification and response to risks throughout the project process.”

Traditional risk management methods often fail to respond promptly to new risks that arise during the project process. By utilizing real-time risk assessment software, the project team can dynamically adjust risk management strategies, promptly identify and respond to risks, reduce the likelihood of project delays and cost overruns, and enhance the safety and reliability of the project.

## Integrated Health and Safety Management

In section 3.8.4 Operations Risk Assessment, add the following analytical point 6: “Incorporate an Integrated Health, Safety, and Environment (HSE) management system, combining IoT devices for real-time monitoring of the working environment to ensure safety during project construction and operation phases, reducing the occurrence of accidents.”

Safety management during the construction and operation phases of a project is crucial. By incorporating an integrated health and safety management system (HSE) and using IoT devices to monitor the work environment in real-time, project teams can promptly identify and address safety hazards, reduce the occurrence of accidents, ensure the health and safety of project personnel, and enhance the level of safety management in the project.

# References

None

# Action requested of the Committee

The Committee is requested to:

1. Review and adopt the above revision suggestions or further revision opinions to update the G1075 document.
2. Ensure that the updated guidelines reflect the latest project management practices and technological advancements.

1. Input document number, to be assigned by the Committee Secretary [↑](#footnote-ref-1)
2. Leave open if uncertain [↑](#footnote-ref-2)