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Author(s) / Submitter(s) CHINA MSA

Proposal for Updating G1074

*The Branding and Marketing of Historic Lighthouses*

# Summary

The 78th session of the IALA Council approved the Committee work programme for the period 2023-2027, which includes the work on updating the G1074 proposed by the ENG Committee. At ENG17, the staff member of China MSA, Zhenyu Guo, is requested to coordinate WG3 in reviewing IALA Guidance documents G1074 Ed.1 for completion by Spring 2025 (ENG20). According to the planned schedule, the China MSA has initially reviewed and supplemented the G1074 ***The Branding and Marketing of Historic Lighthouses***, resulting in a draft update for consideration by the ENG Committee.

## Purpose of the document

Considering the nowadays background, technology, and culture, updating the G1074 ***The Branding and Marketing of Historic Lighthouses*** aims to provide general guidance on the branding and marketing of heritage lighthouses, plus update and offer case studies from lighthouse authorities around the world.

## Related documents

1. IALA Guideline G1074 ***The Branding and Marketing of Historic Lighthouses***
2. IALA-committee-work-programme-2023-2027
3. IALA Recommendation R1005 ***Conserving the Built Heritage of Lighthouses and Other Aids to Navigation***
4. United Nation ***The Sustainable Development Goals Report 2020***

# Background

In December 2009, IALA published the first edition of G1074 , aimed at providing comprehensive guidance on the branding and marketing of historic lighthouses and sharing case studies from lighthouse authorities around the world.

Over the past 15 years, various sectors of society have increasingly emphasized sustainable development. Historic lighthouses, in addition to their role as aids to navigation, have showed significant historical and cultural value over time and hold great potential in public awareness promotion, education and Publicity. Especially today, when lighthouse authorities are urgently seeking supplemental uses to revitalize idle assets, it is necessary to review and update G1074 to enhance the relevance of the guidelines and to better serve as a reference for IALA members.

# Discussion

## Supplement and improvement the Part 1 “Introduction”

According to the directives of the ENG17 and considering the United Nations Sustainable Development Goal *11.4 and IALA R1005 on Conserving the Built Heritage of Lighthouses and Other Aids to Navigation,* it is necessary to augment and improve the content of the first section.

## Summarize and supplement the part 3 “why branding and marketing?”

The first edition of Section Three, titled "Why branding and marketing," encompassed five key aspects: "Promote Maritime Safety" "Raise Public Awareness" "Increase Visitor Numbers" "Improve Security through Awareness" and "Provide Local Employment Opportunities". Considering that the aim should focus on the lighthouse itself, maritime affairs, or the administrative and maintenance organizations responsible for the lighthouse, the general direction should focus on the better development and preservation of the lighthouse, in accordance with the spirit of the Inchon Declaration. The recommendations are summarized under five headings: "Promote Maritime Safety" "Enhance the Inheritance and Protection of Cultural Heritage" "Improve Security through Awareness" " Enhance Tourism Potential" and "Sustainability of Revenue and Employment Opportunities".

## Summarize and supplement the part 5 “POSSIBLE VISITOR SERVICES”

The first edition of Section Five detailed six components: "Visitor Accommodation," "Guided Tours," "Museum, Visitor Centre and Exhibition Areas," "Hosting Special Events," "Café," and "Gift Shop." ​Considering that this chapter ought to be better generalised, and that, for instance, a lodging, a coffee-bar, may be generalised as a lodging food-service, and that not only a coffee-bar, but also a light meal, a water-bar, and other convenience stores for lodging, may be opened. Moreover, hosting special events should be generalized to "Event Venue Rental," catering to individuals, organizations, or groups needing a venue for their activities. After integration, the revised content comprises five main aspects: "Accommodation and Catering Services," "Guided Tours," "Museum, Visitor Centre and Exhibition Areas," "Event Venue Rental," and "Gift Shop."

## ADD PART 6 “POTENTIAL CHALLENGES”

Including a section on "Potential Challenges" in the guide is essential. When referring to and drawing upon this guide, readers should also be aware in advance of the potential difficulties, challenges and risks associated with implementing the programmatic initiatives described, in addition to understanding the objectives, strategies and services that may be offered by historic lighthouse brand marketing.

First, by discussing possible challenges and difficulties, the guide can provide more practical advice to assist brand managers, marketers ,and business decision-makers in strategy development.

Second, clearly defining these challenges helps brands take precautions to reduce risks and potential losses.

Third, understanding these issues can deepen their understanding of the complexities involved in brand maintenance and marketing strategy.

Therefore, ensuring the inclusion of potential difficulties and challenges can make the content more comprehensive and provide valuable advice to the readers.

# proposal

It is recommended that the ENG Committee review the draft revised G1074 in the annex and provide further comments for revision.

# References

1. IALA Complementary Lighthouse Use Manual

# Action requested of the Committee

The Committee is invited to consider the proposal in section 4, and take action as appropriate.

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