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المخلص باللغة الإنجليزية:

The role of tourism guides in heritage management at archaeological sites: enhancing conservation and visitor experience

This study examines the essential role of tourism guides in managing heritage at archaeological sites, focusing on their dual responsibilities of conservation and visitor engagement. Acting as mediators between cultural heritage and the public, guides shape visitors' perceptions and foster appreciation for historical assets. Using case studies and interviews with guides, heritage managers, and tourists, this research demonstrates how guides contribute to the sustainable management of archaeological sites by minimizing tourism's negative impacts, promoting responsible behaviour, and enhancing visitor education. The findings highlight that well-trained guides not only protect fragile sites but also encourage sustainable tourism practices, improving visitor experiences through effective interpretation. However, the study also identifies challenges, such as the need for continuous professional development and balancing informative tours with site preservation efforts. The research provides actionable recommendations for integrating guide training into heritage management frameworks to ensure guides possess the expertise needed to meet conservation objectives while delivering high-quality visitor experiences. Overall, this study underscores the importance of recognizing and supporting the multifaceted roles of guides in safeguarding and interpreting archaeological heritage.