

Strategies for Managing Sustainable Cultural Heritage Tourism

23 – 27 August 2027
Amsterdam

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Ref: 36289_21724 **Date:** 23 – 27 August 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Course Overview:

This course offers an in-depth exploration of how to balance the preservation of cultural heritage with the demands of modern tourism. This course delves into the complexities of the tourism system and its economic impact, highlighting the importance of cultural preservation in tourism. Participants will learn about the significance of cultural tourism attractions and the critical role of tourism impact analysis. The course covers concepts of sustainable tourism, emphasizing the parallels between ecotourism and cultural heritage tourism. Industry responses to sustainable tourism will be examined, along with the vital role of development cooperation in tourism projects. Feasibility studies, tourism policy and planning, institutional issues, and partnerships in sustainable tourism will be key focus areas.

Target Audience:

- Tourism Managers
- Cultural Heritage Preservationists
- Development Cooperation Professionals
- policymakers in Tourism
- Ecotourism Consultants
- Entrepreneurial Coaches in Tourism
- Tourism Marketing Managers
- Site-level Tourism Planners
- Researchers in Cultural Tourism

Targeted Organizational Departments:

- Tourism Development Departments
- Cultural Heritage Preservation Units
- Policy and Planning Divisions
- Marketing and Communications
- Hospitality Training Units
- Financial Planning and Development
- Research and Development R&D in Tourism
- Infrastructure Development Teams

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Targeted Industries:

- Tourism and Hospitality Industry
- Cultural Heritage and Preservation Sectors
- Ecotourism Organizations
- Development Cooperation Agencies
- Policy and Planning Institutions
- Marketing and Advertising Agencies in Tourism
- Educational Institutions Offering Tourism Management Programs

Course Offerings:

By the end of this course, participants will be able to:

- Understand the tourism system and its economic impact.
- Implement strategies for cultural preservation in tourism.
- Develop cultural tourism attractions and conduct tourism impact analysis.
- Apply concepts of sustainable tourism and ecotourism.
- Respond to industry challenges in sustainable tourism.
- Conduct feasibility studies and formulate tourism projects.
- Develop and implement tourism policies and plans.
- Address institutional issues and form effective tourism partnerships.
- Market sustainable tourism effectively and develop necessary infrastructure.
- Secure financing for sustainable tourism projects.
- Manage cultural site restoration and site-level planning.
- Train in tourism management, certification, and accreditation.
- Offer hospitality and entrepreneurial training in tourism.
- Utilize information and communication in tourism.
- Conduct research and gather information in cultural tourism.

Training Methodology:

This course employs a diverse range of training methodologies to ensure an engaging and effective learning experience. Participants will engage in interactive sessions, including case studies, group work, and hands-on projects. Real-world scenarios and practical examples will be used to illustrate key concepts. Feedback sessions will be conducted regularly to ensure continuous improvement and understanding. The course will also include guest lectures from industry experts, providing valuable insights and professional perspectives. Participants will have access to online resources, workbooks, and templates to aid their learning. This complete approach ensures that participants can apply the knowledge and skills gained to real-world situations, making the training both practical and impactful.

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Course Toolbox:

- Comprehensive Workbooks
- Case Study Materials
- Online Resource Access
- Checklists and Templates
- Project Planning Tools
- Marketing Strategy Guides
- Financial Planning Resources

Course Agenda:

Day 1: Introduction and Context of Sustainable Cultural Heritage Tourism

- **Topic 1:** Introduction to Sustainable Cultural Heritage Tourism
- **Topic 2:** The Context of Cultural Heritage Tourism
- **Topic 3:** Tourism: System, Economic Impact, and Market
- **Topic 4:** Culture and Its Preservation
- **Topic 5:** Culture as a Tourism Attraction
- **Topic 6:** The Impacts of Tourism
- **Reflection & Review:** Reflect on the importance of understanding the economic impact and preservation of culture within tourism.

Day 2: Concepts and Industry Responses to Sustainable Tourism

- **Topic 1:** Sustainable Tourism: Concepts and Objectives
- **Topic 2:** Ecotourism and Parallels to Cultural Heritage Tourism
- **Topic 3:** Industry Responses to Sustainable Tourism
- **Topic 4:** The Realities of Industry Structure: A Role for Development Cooperation Programs
- **Topic 5:** Feasibility Studies, Project Formulation, and EIAs
- **Topic 6:** Getting the Framework Right: Policy and Planning
- **Reflection & Review:** Review the strategies and responses by the industry towards sustainable tourism and the importance of policy and planning.

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Day 3: Achieving Sustainability: Strategies and Institutional Issues

- **Topic 1:** Organizing for Sustainability: Institutional Issues
- **Topic 2:** Partnerships: A Key Component
- **Topic 3:** The Basics: Marketing and Infrastructure Development
- **Topic 4:** Financing: The Funding Necessary for Sustainability
- **Topic 5:** Site Purchase, Restoration, and Preservation
- **Topic 6:** Site-level Planning and Management Techniques
- **Reflection & Review:** Reflect on the strategies for achieving sustainability, focusing on institutional issues and effective partnerships.

Day 4: Advanced Management Techniques in Sustainable Tourism

- **Topic 1:** Advanced Tourism Management Practices
- **Topic 2:** Strategies for Enhancing Visitor Experience
- **Topic 3:** Effective Communication in Tourism
- **Topic 4:** Utilizing Information and Technology in Tourism
- **Topic 5:** Financial Management and Sustainability
- **Topic 6:** Entrepreneurial Strategies in Tourism
- **Reflection & Review:** Reflect on advanced management techniques and discuss practical applications in sustainable cultural heritage tourism.

Day 5: Development Cooperation and Case Studies

- **Topic 1:** Development Cooperation and Tourism: Overview and Selected Agencies
- **Topic 2:** Development Cooperation and Tourism: Some Principles and Lessons Learned
- **Topic 3:** The impacts of cultural tourism in Tana Toraja, Indonesia
- **Topic 4:** List and description of relevant IDB, USAID, and World Bank projects
- **Topic 5:** List and description of relevant projects sponsored by other agencies
- **Topic 6:** Case Study: The Ghana Central Region Project
- **Reflection & Review:** Reflect on the role of development cooperation in sustainable cultural heritage tourism and analyze practical case studies.

How This Course is Different from Other Courses:

This course stands out by offering a complete and integrated approach to sustainable cultural heritage tourism. Unlike other courses, it combines theoretical foundations with practical applications, ensuring participants can directly implement what they learn. The course covers a broad range of topics, from economic impact analysis and cultural preservation to marketing strategies and financing sustainable projects.