



*Training Course:
Promoting Heritage Cities: Balancing Tourism
and Preservation of Archaeological Sites*

*25 - 29 May 2026
Madrid (Spain)*

Training Course: Promoting Heritage Cities: Balancing Tourism and Preservation of Archaeological Sites

Training Course code: SC235503 From: 25 - 29 May 2026 Venue: Madrid (Spain) - Training Course Fees: 6300 € Euro

Introduction:

In today's world, tourism has become a powerful tool for fostering economic and social growth, with heritage cities and archaeological sites playing a central role in attracting tourists. However, this type of tourism poses significant challenges related to the preservation of cultural and archaeological heritage. Many heritage sites around the world are under excessive pressure due to the large increase in tourist numbers, leading to tangible threats to these sites on both environmental and cultural levels. This raises the need to develop sustainable marketing strategies aimed at attracting tourists while preserving these sites for future generations.

This training program seeks to equip participants with the tools and skills necessary to develop marketing plans that contribute to promoting sustainable tourism in heritage cities, with a focus on protecting historical and archaeological landmarks. Modern marketing techniques will be reviewed, integrated with environmental and cultural sustainability concepts to ensure a balance between attracting tourists and preserving heritage sites.

The program will focus on real-world examples, allowing participants to understand the challenges and opportunities available to them. A range of actionable strategies will be presented to help them achieve success in their fields while safeguarding cultural heritage.

This program offers a unique opportunity for participants to explore how to promote their tourist cities in ways that respect and protect cultural heritage. It aims to develop new insights that combine innovation with cultural identity preservation, making marketing a tool to enhance historical values, not at their expense.

Objectives:

1. Understand the principles of sustainable marketing in heritage tourism.
2. Recognize the challenges associated with preserving archaeological sites while promoting tourism.
3. Apply effective marketing strategies that balance attracting tourists and protecting heritage sites.
4. Improve capabilities in managing marketing campaigns for tourist cities.
5. Increase awareness of the importance of cultural heritage preservation within the context of tourism marketing.

Target Audience:

- Marketing managers in the tourism sector.
- Cultural heritage officials.
- Archaeological preservation experts.

- Employees in tourism and heritage authorities.
- Consultants in marketing and heritage.
- Representatives of municipalities and local councils in heritage cities.

Outline:

Day 1:

Introduction to Sustainable Tourism and Cultural Heritage

- Concepts and foundations of sustainable tourism.
- The importance of preserving cultural heritage.
- The role of marketing in promoting the sustainability of tourist cities.

Day 2:

Challenges in Marketing Heritage Tourist Cities

- Environmental and cultural challenges.
- Case studies of heritage tourist cities.
- Global strategies for preserving heritage sites.

Day 3:

Sustainable Marketing Strategies for Archaeological Sites

- Developing an integrated marketing strategy.
- Tools and techniques used in sustainable marketing.
- Successful case studies.

Day 4:

Managing Marketing Campaigns for Tourist Cities

- How to plan successful marketing campaigns.
- Using social media for tourism promotion.
- Digital promotion techniques for heritage sites.

Day 5:

Balancing Tourist Attraction and Heritage Preservation

- The importance of balancing tourism development and heritage protection.
- Partnerships with local and international entities.
- Developing sustainable action plans to protect heritage while promoting tourism.

Registration form on the Training Course: Promoting Heritage Cities: Balancing Tourism and Preservation of Archaeological Sites

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