



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

*9 - 13 November 2026
Kuala Lumpur (Malaysia)*

Training Course: Promoting Heritage Cities: Balancing Tourism and Preservation of Antiquities

Training Course code: SC235538 From: 9 - 13 November 2026 Venue: Kuala Lumpur (Malaysia) - Training Course Fees: 6300 € Euro

Introduction:

In our contemporary world, tourism has become a powerful tool for promoting economic and social growth. Heritage cities and historical sites form a crucial part of tourist attractions. However, this type of tourism poses significant challenges regarding the need to preserve cultural and archaeological heritage. Many heritage sites worldwide suffer from excessive pressure due to the large increase in tourist numbers, leading to tangible threats to these sites on both environmental and cultural levels. Therefore, the need arises to develop sustainable marketing strategies aimed at attracting tourists while preserving these sites for future generations.

This training program aims to equip participants with the tools and skills necessary to develop marketing plans that promote sustainable tourism in heritage cities while focusing on protecting historical and archaeological landmarks. Modern marketing techniques will be reviewed and 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 set of actionable strategies will be presented to enable them to succeed in their fields while preserving cultural heritage.

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

Objectives:

- Understand the foundations of sustainable marketing in heritage tourism.
- Identify the challenges related to preserving antiquities alongside tourism promotion.
- Apply effective and balanced marketing strategies between attracting tourists and protecting heritage sites.
- Enhance capabilities in managing tourism city marketing campaigns.
- Raise awareness of the importance of cultural heritage preservation in the context of tourism marketing.

Target Audience:

- Marketing managers in the tourism sector.
- Cultural heritage officials.
- Antiquities protection experts.

- Employees in tourism and heritage organizations.
- Marketing and heritage consultants.
- Representatives from municipalities and local councils in heritage cities.

Outlines:

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 enhancing 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 heritage preservation.

Day 3:

Sustainable Marketing Strategies for Heritage Sites

- Developing an integrated marketing strategy.
- Tools and techniques used in sustainable marketing.
- Practical case studies of successful campaigns.

Day 4:

Managing Marketing Campaigns for Tourist Cities

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

Day 5:

Balancing Tourism Attraction and Heritage Preservation

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

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

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