



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

*15 - 19 February 2027
Madrid (Spain)*

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

Training Course code: SC235538 From: 15 - 19 February 2027 Venue: Madrid (Spain) - Training Course Fees: 6300 € Euro

Introduction:

In today's world, tourism plays a vital role in supporting economic and social development, while heritage cities and historical sites remain among the most valuable tourist attractions. However, the growing number of visitors has created increasing challenges related to preserving cultural and archaeological heritage and ensuring its sustainability for future generations.

This training program is designed to provide participants with the knowledge and practical tools needed to develop sustainable marketing strategies for heritage tourism destinations. The program combines modern tourism marketing techniques with environmental and cultural sustainability principles to achieve a balance between attracting tourists and protecting heritage sites.

Through practical case studies and interactive discussions, participants will explore innovative approaches to promoting heritage cities, enhancing visitor experiences, and preserving cultural identity while supporting long-term tourism development.

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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