# Strategic Cultural Heritage Tourism Management and Development Training Course

**05 - 09 Oct 2026**

**Brussels**

**4400 € (Per Person)**

**Ref: #TOU7467_461266**

## Course Introduction / Overview:

Cultural heritage tourism is a dynamic and multifaceted sector that connects travelers with a destination's history, art, and traditions. Successful management of this niche requires a delicate balance between preserving historical assets and creating engaging, sustainable visitor experiences. This is the central premise of the Strategic Cultural Heritage Tourism Management and Development Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the complexities of developing and managing cultural heritage sites and experiences. Drawing on influential academic works such as "Cultural Heritage Tourism: Five Steps for Success and Sustainability" by T. D. A. H. P. McKercher, the course delves into key areas including strategic planning for heritage sites, visitor experience design, and stakeholder collaboration. Participants will learn how to create authentic and immersive experiences, implement effective conservation and management policies, and utilize digital technologies to enhance storytelling and access. The curriculum addresses the critical challenge of balancing commercial viability with the imperative of preservation and ethical representation. By focusing on both the preservation of cultural assets and the creation of economic value, BIG BEN Training Center ensures participants are equipped to lead sustainable and impactful cultural tourism initiatives that benefit both heritage and community.

## Target Audience / This training course is suitable for:

- Cultural heritage site managers and curators.
- Tourism development and marketing professionals.
- Museum and gallery administrators.
- Government officials in culture and tourism departments.
- Urban planners and destination managers.
- Academics and researchers in heritage studies.

## Target Sectors and Industries:

- Cultural heritage organizations.
- Tourism and hospitality.
- Museums and galleries.
- Government and public sector.
- Destination management.
- Non-profit and community development.

## Target Organizations Departments:

- Cultural Heritage.
- Tourism and Visitor Services.
- Marketing and Communications.
- Preservation and Conservation.
- Strategic Planning.
- Community Engagement.

## Course Offerings:

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

- Develop a strategic management plan for a cultural heritage site.
- Design and implement authentic and engaging visitor experiences.
- Master techniques for sustainable development in heritage tourism.
- Effectively manage a budget and secure funding for heritage projects.
- Collaborate with diverse stakeholders, including local communities.
- Utilize digital tools and technology to enhance cultural storytelling.
- Assess the impact of tourism on cultural heritage and local communities.

## Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and challenging cultural heritage tourism projects to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex stakeholder negotiations and ethical dilemmas. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as heritage site management, visitor experience design, and community engagement, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated cultural heritage tourism strategies in a way that is both effective and responsible.

## Course Agenda (Course Units):

### Unit One: Foundations of Cultural Heritage Tourism

- Defining cultural heritage tourism and its economic impact.
- The relationship between heritage, culture, and tourism.
- Types of cultural heritage: tangible and intangible.
- The role of preservation and conservation.
- Understanding the cultural heritage tourist.
- Ethical considerations in heritage interpretation.
- Legal frameworks and international agreements.

## Unit Two: Strategic Planning for Heritage Sites

- Developing a strategic plan for a heritage site or destination.
- Assessing the authenticity and visitor capacity of a site.
- Financial management and funding sources.
- Marketing and branding a cultural heritage destination.
- Audience segmentation and targeting.
- Partnership building with government, non-profits, and the private sector.
- Master planning for sustainable site development.

## Unit Three: Visitor Experience and Interpretation

- Designing authentic and immersive visitor experiences.
- Storytelling and interpretation techniques.
- The role of technology: AR, VR, and mobile apps.
- Visitor flow management and crowd control.
- Merchandising and revenue generation at heritage sites.
- Creating educational and family-friendly programs.
- Visitor feedback and experience optimization.

## Unit Four: Community Engagement and Sustainable Tourism

- The importance of community involvement.
- Benefits and impacts of tourism on local communities.
- Strategies for equitable distribution of tourism benefits.
- Promoting intangible cultural heritage and local traditions.
- Developing sustainable tourism practices.
- Case studies in community-based heritage tourism.
- Balancing tourism development with community well-being.

### Unit Five: Future Trends and Challenges

- The impact of climate change on cultural heritage.
- Managing overtourism and its effects.
- Leveraging digital preservation and documentation.
- The role of social media in heritage promotion.
- Future trends in cultural tourism.
- Developing resilience in heritage sites.
- Final project: Creating a sustainability plan for a heritage destination.

## FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

### Something to think about:

How can cultural heritage managers effectively balance the need for commercial viability and

**visitor revenue with the fundamental imperative of preserving the authenticity and integrity of historical sites?**

## What unique qualities does this course offer compared to other courses?

This course provides a distinct and specialized focus on the strategic management of cultural heritage tourism, bridging the gap between historical preservation and modern business principles. Unlike generic tourism programs, this training course is tailored to address the unique challenges of heritage sites, from managing delicate historical artifacts to ensuring ethical representation of cultural traditions. The curriculum is distinguished by its emphasis on creating sustainable and community-focused initiatives that protect heritage while generating economic benefits. It goes beyond simple site management to provide a comprehensive framework for strategic planning, visitor experience design, and stakeholder collaboration. By combining academic principles with practical, real-world case studies, BIG BEN Training Center ensures that participants are equipped to not only preserve cultural treasures but to transform them into engaging, educational, and economically viable destinations for future generations.