

## **Cultural Heritage Tourism**

This course aims to develop students' skills and understanding on the distinct but strongly related and mutually completing areas of Cultural Heritage Management, Cultural Tourism, Cultural Heritage and Tourism Marketing and Sustainability. It is designed to help students discover the highly interdisciplinary nature of the field of Cultural Heritage Tourism in the global context and encourage them to develop a strategic approach to integrate heritage management and cultural tourism into sustainable development practices. The main aim is to introduce our students, as the future tourism professionals/ entrepreneurs/ researchers, the partnership between the heritage and the tourism industry. This will be achieved through the development of their interdisciplinary research skills, their critical thinking and innovative approaches.