

DAAD Kairo Akademie

Title of the Module:	Heritage Marketing and Community-based Cultural Tourism
Name of the trainer:	Dr. Mohamed Amer
Language of instruction	English
Date:	- Wednesday, 3 rd of July 2024 (09:00- 17:00, DAAD Cairo Office) - Thursday, 4 th of July 2024 (09:00- 17:00, a heritage site to be defined & DAAD Cairo Office)
Duration:	2 days 09:00- 17:00
Target group:	Archaeologists; Heritage Specialists; Historical Building-based Museum Curators; Cultural Tourism Specialists; and Undergraduate, Graduate and Postgraduate in Heritage Studies, Museum Studies, Architecture, Urban Planning, Fine Arts, Antiquities, History and Tourism; Business Administration and Marketing. (Whether Egyptian or International Expats residing in Egypt) N.B. The applicants should clarify their professional or academic background concerning cultural tourism or marketing the cultural heritage destination by presenting one of their previous activities.
Content:	(1) Cultural identity: People-centred Approach, (2) How to develop the main structure of a heritage marketing plan, (3) Heritage marketing: methods and methodologies, (4) Heritage branding- contextualising a branding approach regarding the heritage site's context.
Learning outcome:	By the end of the module, the participants will be able to: (1) To understand the main dimensions of marketing a heritage site, (2) To perceive the principles of a circular cultural tourism economy, (3) To recognise the manifestation of cultural identity by the surrounding community marketing a heritage site, and at the same time, to match the visitors' expectations conservatively, (4) To represent the heritage values, (5) To use up-to-date heritage marketing and branding techniques.
Organizational Remarks:	Presentation of Theoretical Part; Exercises; Open Discussions; Self-assessment; Case Study; Group Work.
Information about the trainer:	Dr. Mohamed Amer is a member of the ICOMOS International Cultural Tourism Committee. He participated in ICOMOS International Charter for Cultural Heritage Tourism (2022), as well as multiple international heritage projects. He holds a PhD in heritage marketing and sustainable cultural tourism at Roma Tre University(Italy). Moreover, he obtained his M.A. in Heritage Conservation and Site Management from BTU Cottbus-Senftenberg (Germany). He has a multidisciplinary innovative research and professional background in heritage management (tangible &

intangible), urban/rural heritage development, community engagement and cultural identity, visitor management and interpretation, heritage marketing and sustainable cultural tourism. He did many lectures and workshops at various international universities such as Uppsala University (Sweden), Heidelberg University and Hochschule Anhalt (Germany), Florence University, Roma Tre University (Italy), and so on. For more information about the trainer via LinkedIn (www.linkedin.com/in/mohamedbadryhcsn/).