

Veranstaltungsdetails

Innovating Cultural Heritage Tourism Products

| Datum | Zeit | Ort |
|--------------|-------------------|-----------------------------|
| 6. März 2020 | 15:00 - 15:45 Uhr | CityCube Berlin, Saal A4/A5 |

Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman

- Strong and mutually beneficial inter-relations between culture/heritage and tourism.
- Innovations in cultural heritage tourism.
- Overcoming challenges like the sustainable management of cultural heritage tourism products.
- Preparing cultural heritage tourism products for a mixed audience.
- Creating enjoyable and educating cultural tourism experiences.

Nachhaltigkeit Kulturtourismus Heritage Tourism Oman Destinationen Destination Management

Impulsreferat:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

Moderation:

[Dr. Hamed Almuhrzi](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

Podiumsgäste:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

[Peter DeBrine](#), Senior Project Officer, Sustainable Tourism, World Heritage Centre Culture Sector, UNESCO