

BSc. (Hons) Sustainable Tourism and Cultural Heritage Management

Programme Aims

This programme aims to create skilled professional graduates with detailed knowledge and smart understanding of the operational, legislative, regulatory, human, and community aspects and impacts of the sustainable tourism and tangible/intangible cultural heritage management industry. Students are equipped to become independent, collaborative, and authoritative experts with competencies across international and national institutions, archaeological fieldwork and museological contexts, ethical heritage preservation, interpretation and engagement, and environmentally conscious travel and tourism management. Graduates will apply discipline-specific principles, technologies, and methodologies to research and evaluate conservation, sustainability, and community engagement at heritage sites, delivering tourism strategies that engage communities and other stakeholders and manage impact for sustainable, ethical destination management, tourism operations, and cultural heritage safeguarding.

Programme Learning Outcomes

On completion of this programme students will be able to:

1. Demonstrate detailed knowledge and systematic understanding of the complexity of the sustainable tourism and tangible/intangible cultural heritage management industry, including specific legislative standards and legal frameworks; international strategies for the protection of world heritage sites; international conventions and procedures; equitable and green human resource management, key concepts, terminology and principles, and critical regulatory bodies relevant to heritage and sustainable tourism management.
2. Use and evaluate smart, digital operational, information, interpretation, and marketing tools, including artificial intelligence, augmented and virtual reality, CRM, datasets, and 3D-modelling, statistical analysis software, and geospatial technologies for ethical cultural heritage preservation and engagement, streamlined, environmentally-conscious travel and tourism management, and visitor, heritage, and conservation management in museums and protected areas.
3. Exercise initiative and personal responsibility in undertaking independent learning, making use of scholarly sources and/or appropriate original materials, and demonstrating understanding of hypothesis and methodology; comprehensive and critical contextualising review, fieldwork and interpretation of collected data; correct referencing and structures reporting/oral presentation format; research ethics and governance; evaluation of evidence, and analysis, argument, interpretation, and application of research findings to reach sound judgement and solve specific problems.
4. Showcase the personal qualities and capabilities, ensuring collaborative and cooperative teamwork where appropriate knowledge and understanding, and transferable skills necessary for employment, including critical thinking and decision-making in complex and unpredictable circumstances; cultivation of a range of leadership behaviours and attitudes across cultures and situations; organisational change management, and self-audit to identify where appropriate further training would be beneficial.
5. Evidence professional knowledge of national institutions for heritage and tourism in and outside Egypt, using detailed knowledge of ancient Egyptian history, culture, religion, and social organization as a case study of the potential and limitations of archaeological and

textual examination, and the role of cultural heritage and tourism in shaping identity, memory, and collective values.

6. Demonstrate understanding of MICE management principles and their application in analysing and adapting to new consumer behaviour, emerging trends and future forecasts, and tourist/visitor preferences, motivations, behaviours and experiences in the global heritage and tourism industries.
7. Practice fundamental archaeological excavation approaches and heritage management concepts to identify and assess the cultural value and significance of selected historical sites, analysing remote sensing and survey methods, demonstrating awareness of risks and possibilities of documentation and rehabilitation activities that balance conservation, sustainability, and community engagement at heritage sites.
8. Showcase knowledge of the historical context and core principles of the Sustainable Development Goals (SDGs), and identify major environmental and sustainability challenges, such as biodiversity loss, overtourism, climate change, and ethical and unethical brand marketing and commodification practices, evaluating tensions and synergies between preservation laws, visitor pressure, development policies, intellectual property rights, and indigenous/community rights.
9. Perform Environmental Impact Assessments (EIAs), sustainability audits and cultural mapping, creating environmental policies to monitor and improve environmental performance, designing tourism strategies that integrate sustainability concepts, engage communities and other stakeholders, and manage impact for sustainable, ethical destination management and cultural heritage safeguarding.
10. Describe the historical development and changing roles, mandates, and governance structures of major international organisations and legislations concerned with cultural heritage and tourism, explaining their priorities in relation to those of national and regional authorities, and analysing and interpreting statutory documents and regulatory guidelines for professional application in response to debates about heritage preservation, tourism growth, and sustainable development.