

## "Cultural heritage and tourism"

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The aim is to explore ways education and cultural action can contribute to inspire and manage tourists/visitors in order to give them more understanding and appreciation of cultural heritage.

Museums could be marketed as the principal focus and starting -point for a tourist's exploration of a country or region.

Also the benefits and disadvantages of the relationship between cultural heritage and tourism/ visitors will be researched.

It would be great if a toolkit to enhance the relationship between cultural heritage and tourism could be an outcome of this special interestgroup, which might be presented at the annual conference of CECA in 2021.