Special Courses · SC269

Urban Heritage Management

Madrid · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Madrid**	**1 Week**
Fee	**Ref**	**Language**
£5,000 GBP	**SC269**	**English**

Introduction

In a world where technological advancements and urban forms are rapidly changing, urban heritage remains a key to understanding the pathways of history and the evolution of cultures. It represents the living spirit of civilisations, embodying the stories, traditions, and innovations that have shaped humanity through the ages. In this complex context, the "Urban Heritage Management" course aims to be a vital bridge between the past and the present, seeking to explore ways to preserve this unique heritage and maximise the benefits of our cultural legacy in the service of sustainable development.

Course Objectives of Urban Heritage Management

Upon completing this programme, participants will be able to:

- Understand the concept of urban heritage and its significance.
- Learn effective strategies for managing urban heritage.
- Analyse the impact of the training on institutions and communities.
- Develop personal management skills in the field of urban heritage.
- Identify the target audience and how to engage with them effectively.

Course Methodology of Urban Heritage Management

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice recruitment scenarios to enhance skills.

Organisational Impact of Urban Heritage Management

This course offers a great opportunity to enhance the performance of institutions and entities involved in managing urban heritage. By gaining a deep understanding of modern management and heritage preservation concepts, the institution will be able to:

- Enhance Institutional Identity: The institution will understand how urban heritage can enhance its identity and distinguish it in the cultural and tourism services market.
- Stimulate Local Development: Urban heritage can play a pivotal role in supporting sustainable development at the local level by creating jobs and boosting the local economy.
- Develop Marketing and Attraction Strategies: Understanding how to effectively market urban heritage will enhance the attraction of visitors and interested parties.
- Strengthen Community Interaction: Building strong bridges with the local community by involving them in decision-making processes and implementing relevant projects.

Personal Impact of Urban Heritage Management

This course goes beyond technical and administrative aspects, aiming to establish a personal impact on participants. Through active interaction and participation, participants will achieve:

- Leadership Skills Development: A deeper understanding of urban heritage enhances leadership skills and the ability to make strategic decisions.
- Increased Cultural Awareness: Interaction with the course content contributes to enhancing participants' cultural awareness and appreciation of cultural diversity.
- Encouraging Creativity and Innovation: The course promotes creative thinking and innovation in the field of urban heritage management.
- Building Strong Networks: Opportunities for communication and collaboration within the course help build effective and beneficial networks.

In summary, the "Urban Heritage Management" course is a unique opportunity to create a positive impact that extends beyond the individual level to the institutional level, contributing to building a sustainable and culturally rich future.

Who Should Attend

This training course is suitable for a wide range of professionals but will be particularly beneficial for:

- Specialists in architecture,
- Urban planning,
- Cultural tourism,
- Those interested in cultural heritage and sustainable development.

Course Outlines

Day 1

Basic Understanding of Urban Heritage and Its Importance

- Introduction to urban heritage and its importance to communities and institutions.
- Review of successful global examples in urban heritage management.
- Case study analysis of challenges in preserving urban heritage.
- Discussion on the role of technology in documenting and protecting urban heritage.

Day 2

Strategies for Urban Heritage Preservation

- Fundamentals and tools for preserving urban heritage.

- Technology and innovation in urban heritage preservation.
- Analysis of global case studies.

Day 3

Institutional Impact and Sustainable Development

- The role of urban heritage management in sustainable development.
- The impact of training on institutions and how to integrate heritage management into organisational strategies.
- Analysis of successful cases achieving sustainable development.

Day 4

Personal Impact and Skill Development

- Developing personal leadership skills in urban heritage management.
- Engaging with the audience and building strong relationships.
- Utilising technology in urban heritage management.

Day 5

Communication and Comprehensive Evaluation

- Using social media and marketing in urban heritage management.
- Comprehensive evaluation session on the course's impact on the institution and participants.

Register or ask about this course online
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