

The Role of Museum in Cultural Heritage Tourism

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Abstract

The concept of cultural heritage tourism in the tourism industry has been developed and implemented to improve the quality of travelling as well as to strengthen the understanding and the intercommunication of peoples, in spite of their cultural diversity.

According to the UNWTO 37% of all tourism trips contain a cultural element; in its forecast 2020 UNWTO predicts that cultural heritage tourism will be one of the five key market segments of the future.

Museums play a big role in tourism development and the achievement of high economic returns for many countries of the world in addition to its role in conserving the culture. Museums also has become one of the important partners in the tourism industry in terms of its role in the definition of the heritage of nations and diversify the tourism product .

This research aims to highlight the importance of the museums in Egypt and ensuring their roles in improving cultural heritage tourism through the case of the Museum of Islamic Art .

Keywords: Museums,Heritage Tourism,Cultural Heritage