

## Cultural Heritage And Tourism An Introduction Aspects Of Tourism Texts

Culture and heritage tourism provide an important direction in sustainable funding and tourism. Assessing the potential of cultural and heritage assets, including physical and experiential values, is crucial for the sustainability of tourism attractions and regional development. Conservation and Promotion of Heritage Tourism is a collection of innovative methods and applications to utilize historical resources to increase tourism for long-term economic security and advancement. Highlighting a range of topics including cultural tourism, community development, and tourism branding, this book is ideally designed for historians, city planners, curators, business professionals, educators, engineers, managers, tourism researchers, graduate-level students, policymakers, and academicians seeking current research on the connections between culture, conservation, sustainable development, and tourism. Cultural Heritage Tourism: Five Steps for Success and Sustainability helps managers and community leaders attract visitors to cultural heritage sites, attractions, or destinations through a proven five-step process. Complete with case studies, best practices, and sample documents, this book covers every step, from inception to evaluation.

With the question, "What does it mean to show?", the author explores the agency of display in museums and tourist attractions. She looks at how objects are made to perform their meaning by being collected and how techniques of display, not just the things shown, convey a powerful message.

The remarkable success of the 1972 UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage is borne out by the fact that nearly 1,000 properties have now been designated as possessing Outstanding Universal Value and recognition given to the imperative for their protection. However, the remarkable success of the Convention is not without its challenges and a key issue for many Sites relates to the touristic legacies of inscription. For many sites inscription on the World Heritage List acts as a promotional device and the management challenge is one of protection, conservation and dealing with increased numbers of tourists. For other sites, designation has not brought anticipated expansion in tourist numbers and associated investments. What is clear is that tourism is now a central concern to the wide array of stakeholders involved with World Heritage Sites.

Cultural Heritage is a systematic, interdisciplinary examination of cultural heritage, which provides an up-to-date view of the field by drawing on various disciplines. The book offers a thorough, structured review of extant literature on heritage in tourism and pertinent challenges for cultural heritage. This book offers new ways of looking at cultural heritage assets against a backdrop of increasing economic and environmental pressures. It comprises a number of sections that each examine cultural heritage from the perspective of ethics and values, community relations and development, cultural entrepreneurship, economic viability and conservation, methodologies, impacts of tourism research, consumption, and urban and immaterial heritage. Encompassing global research perspectives from public management, visual culture, environmental management, and cultural entrepreneurship, Cultural Heritage is a crucial text for those working or interested in the heritage field.

This book analyses the economic and financial profiles of heritage assets as tourist attractions. Offering both theoretical insights, methods, and global empirical examples, it considers how heritage assets can create economic and social value for a region. It offers an analysis of micro- and macroeconomic characteristics of heritage assets and their financial management. The importance of innovation in light of technological and market transformations is considered, as well as the sustainable management of heritage assets environmentally and in terms of sustainable tourism. The book delves into the financial assessment of heritage assets with a focus on evaluation models, the technique of project financing and wealth management in the art sector. These topics are illustrated with cases studies of heritage assets managed as tourist attractions to outline successful management strategies. The book draws on examples from a range of sites and locations across Italy, Spain, the United Kingdom, New Zealand, and the United States to show how heritage assets can be an economic stimulus for the development of local economies. The book will be of interest to academics and students at both undergraduate and postgraduate levels in the fields of tourism economics, cultural studies and environmental studies.

This book considers cultural heritage and the sustainable development of tourism from an African perspective, with Botswana as the main point of reference. Within the African context, Botswana is renowned for its abundance of cultural heritage and appeal to tourists. The collection reconciles the growing demand to commodify cultural heritages, the quest for cultural heritage preservation and management, and the focus on sustainable tourism development in Botswana. As such, the book is an appraisal of, and meditation on, the business-side of cultural heritage management and the value that cultural heritage resources have at a personal, local and national level. It is an exploration of the nature of Botswana's cultural heritage, the politics and policies that underpin that heritage, the development of cultural heritage tourism as a sustainable business, the country's cultural heritage experiences and products, and a confrontation of the hard questions about cultural heritage and the future. As an introductory text, the book gives tourists, tourism students and academics, as well as tourism entrepreneurs, policymakers, and practitioners a basis on which to make decisions.

Examine cultural tourism issues from both sides of the industry! Unique in concept and content, *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management* examines the relationship between the sectors that represent opposite sides of the cultural tourism coin. While tourism professionals assess cultural assets for their profit potential, cultural heritage professionals judge the same assets for their intrinsic value. Sustainable cultural tourism can only occur when the two sides form a true partnership based on understanding and appreciation of each other's merits. The authors--one, a tourism specialist, the other, a cultural heritage management expert--present a model for a working partnership with mutual benefits, integrating management theory and practice from both disciplines. *Cultural Tourism* is the first book to combine the different perspectives of tourism management and cultural heritage management. It examines the role of tangible (physical evidence of culture) and intangible (continuing cultural practices, knowledge, and living experiences) heritage, describes the differences between cultural tourism products and cultural heritage assets, and develops a number of conceptual models, including a classification system for cultural

tourists, indicators of tourism potential at cultural and heritage assets, and assessment criteria for cultural and heritage assets with tourism potential. Cultural Tourism examines the five main constituent elements involved in cultural tourism: cultural and heritage assets in tourism sites such as the Royal Palace in Bangkok, the Cook Islands, and Alcatraz Prison in San Francisco.

tourism--what it is, how it works, and what makes it a success five different types of cultural tourists consumption of products, value adding, and commodification integrating the first four elements to satisfy the tourist, meet the needs of the tourism industry, and conserve the intrinsic value of the asset Though tourism and cultural heritage management professionals have mutual interests in the management, conservation, and presentation of cultural and heritage assets, the two sectors operate on parallel planes, maintaining an uneasy partnership with surprisingly little dialogue. Cultural Tourism provides professionals and students in each field with a better understanding of their own roles in the partnership, bridging the gap via sound planning, management, and marketing to produce top-quality, long-lasting cultural tourism products. Now translated into simplified Chinese.

This book offers a comprehensive understanding of cultural heritage in Japan and its relationship with both domestic and international tourism. Japan has witnessed an increase in tourism, with rising visitor numbers to both established destinations and lesser known sites. This has generated greater attention towards various aspects of Japanese culture, heritage and society. This book explores these diverse aspects of everyday life in Japan and their interconnections with tourism. It begins with a conceptual framework of key theories related to heritage and tourism, serving as a useful apparatus for further discussions in the following chapters. Each chapter studies a specific aspect of Japan's cultural heritage, from the history of Japan, the development of war sites, such as Hiroshima and Nagasaki, to tourist destinations, indigenous communities and their places of residence, festivals such as matsuri, to popular culture and media. Each chapter discusses a certain type of cultural heritage first in a global context and then examines it in a Japanese context, aiming to demonstrate the relation between these two different contexts. In each chapter, furthermore, how a particular kind of Japan's cultural heritage is utilised as tourism resources and how it is perceived and consumed by international and domestic tourists are discussed. Finally, the book revisits the conceptual framework to suggest future directions for cultural heritage and tourism in Japan. Written in an informative and accessible style, this book will be of interest to scholars, students and practitioners in the fields of tourism, cultural studies and heritage studies.

Every place has a story to tell, often found in historic sites or cultural traditions of the people who settled or currently live in a community, city, region or state. When these stories and places are shared with visitors, this activity becomes what is known as cultural heritage tourism. Success and sustainability in this growing industry segment requires careful planning and adequate resources. Cultural Heritage Tourism: Five Steps for Success and Sustainability provides detailed instruction through a proven five-step process to help planners, managers and community leaders attract visitors and

their spending to your cultural heritage site, attraction, event or destination. Learn how to assess, plan for, develop, market, fund, manage, and measure cultural heritage for growth and sustainability. Refer to the best practices and case studies from across the country as examples for replication and reference. Use the sample documents and resource lists to jumpstart your cultural heritage tourism program, and monitor and measure the efforts. This book walks you through every step, from inception to evaluation.

What does 'heritage' mean in the twenty-first century? Traditional ideas of heritage involve places where objects, landscapes, people and ideas are venerated and reproduced over time as an inheritance for future generations. To speak of heritage is to speak of a relationship between the past, the present and the future. However, it is a past recreated for economic gain, hence sectors such as culinary tourism, ecotourism, cultural tourism and film tourism have employed the heritage label to attract visitors. This interdisciplinary book furthers understanding on how heritage is socially constructed, interpreted and experienced within different geographic and cultural contexts, in both Western and non-Western settings. Subjects discussed include Welsh linguistic heritage, tango, mushroom tourism, Turkish coffee, literary tourism and the techniques employed to construct tourist accommodation. By focusing upon heritage creation in the context of tourism, the book moves beyond traditional debates about 'authentic heritage' to focus on how something becomes heritage for use in the present. This timely volume will be of interest to students and researchers in tourism, heritage studies, geography, museum studies and cultural studies.

Urban regeneration is often regarded as the process of renewal or redevelopment of spaces and places. There is a need to look at tourism and urban regeneration with a particular focus on cultural heritage. Cultural heritage consists of tangible heritage (such as historic buildings) and intangible heritage (such as events). The wider need and impact for such work is that places plan for change to keep up with the shifts in demand in the global economy in order for places to maintain a competitive advantage. Moreover, places need to keep up with the pace of global change or they risk stagnation and decline as increased competition is resulting in increased opportunities and choice for consumers. Each chapter in this book explores a specific form of cultural heritage that is driving change in urban spaces. Intended for a wide readership, the book will appeal to students of urban studies, human geography, heritage studies and international tourism management, as well as experts conducting research in and across these areas.

"One of the most salient forms of modern-day tourism is based on the heritage of humankind. The majority of all global travel entails some element of the cultural past, as hundreds of millions of people visit cultural attractions, heritage festivals, and historic places each year. The book delves into this vast form of tourism by providing a comprehensive examination of its issues, current debates, concepts and practices. It looks at the social, physical and economic impacts,

which cause destinations, site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable, accurate, accessible and politically relevant. In the process, however, the depth of heritage politics, the authenticity and inauthenticity of place and experience, and the urgent need to protect living and built cultures are exposed. The book explores these and many other current issues surrounding the management of cultural resources for tourism. In order to help students relate concepts to real-world situations it combines theory and practice, is student learning oriented, is written accessibly for all readers and is empirically rich."--Pub. website.

Many former mining areas have now lost their industrial function and are now turning to tourism for regional revitalization and community economic development. The transformation process of these industrial, and in some cases derelict, mining sites and landscapes into an area of interest for tourists is a major challenge both for planners and for tourism managers. It involves complex consideration to both the preservation of the physical site and community mining heritages as well as the health, safety and environmental factors inherent in opening these vast sites to the public. Mining Heritage and Tourism includes contributions from internationally recognized authorities and is the first book to focus on the issues, challenges and potentials in redeveloping mines as cultural heritage attractions which are explored thematically throughout the book. It draws on multidisciplinary research to consider the dichotomy between heritage preservation and tourist development goals for mining heritage sites as well as to explore the practical challenges of developing these sites. These themes are illustrated by case studies from a vast range of geographical locations around the globe to offer operational insights into the planning and management of these sites for both heritage and tourism purposes, as well as innovative site management techniques. There has never before been a more comprehensive book on mining heritage tourism representing the latest developments in strategy, policy and practices. This book serves as an invaluable guide for students, researchers, academics and practitioners in the areas of Tourism and Heritage Management.

Cultural Heritage and Tourism An Introduction Channel View Publications

The book first explains the dynamics of cultural heritage with its authenticity underpinnings, marketing, and tourism, and proposes a strategic praxis drawn from core sustainable principles.

Today, tourism has become one of the largest and fastest growing industries accounting for nearly 700 million people travelling all over the world and spending more than 7.4 trillion US dollars. Besides promoting people-to-people contacts, ethnic and cultural understanding, mutual appreciation and co-operation and thereby promoting peace, tourism provides unlimited opportunities for employment generation, social and economic upliftment of the people and contributing to the economies of the nations. Cultural heritage tourism has a number of objectives that must be met within the context of

sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources. Tourism is an important issue at world heritage sites. Most managers at natural sites regard it as a key issue. Important features of world heritage tourism are local protection, conservation and restoration. Such a tourism also requires special training management skills. Different visitor management strategies, interpretation and site promotional activities have to be organised. Culture and heritage have also become major forces in economic and urban revitalisation. As cultural tourism becomes an increasingly important factor for tourist destinations involved in developing their cultural capital in order to attract more international visitors, there is value in assessing how cultural and heritage tourists can be better understood and serviced through marketing, planning and programming with local and regional communities. This book also provides readers with global charters developed for promoting cultural tourism and for preserving heritage sites. Focus lies on ICOSM and WHC. World Heritage Sites, identified and conserved around the world, have been listed and the initiatives to preserve cultural sites and conserve heritage sites.

The Asia Pacific region's enormous diversity of living cultures and preserved heritage sites has significant appeal to many tourists. However tourism has grown so rapidly that many issues associated with the incorporation of cultural and heritage experiences in tourist itineraries (such as authenticity verses commodification, exploitation of national cultures, impacts on local communities, and the management of heritage resources) have not been adequately addressed and must be debated. This revealing book reviews recent developments in cultural and heritage tourism in the Asia Pacific region and provides a discussion on how communities have faced and overcome significant challenges to develop and market their culture and heritage resources. A range of models and case studies are used to deepen the reader's understanding of heritage and cultural issues, to illustrate many of the more controversial issues, and to examine new evaluative, and planning tools. This book is a special issue of the Asia Pacific Journal of Tourism Research.

Cultural Heritage and Tourism in the Developing World is the first book of its kind to synthesize global and regional issues, challenges, and practices related to cultural heritage and tourism, specifically in less-developed nations. The importance of preservation and management of cultural heritage has been realized as an increasing number of tourists are visiting heritage attractions. Although many of the issues and challenges developing countries face in terms of heritage management are quite different from those in the developed world, there is a lack of consolidated research on this important subject. This seminal book tackles the issues through theoretical discourse, ideas and problems that underlay heritage tourism in terms of conservation, management, economics and underdevelopment, politics and power, resource utilization, colonialism, and various other antecedent notions that have shaped the development of heritage

tourism in the less-developed regions of the world. The book is comprised of two sections. The first section highlights the broader conceptual underpinnings, debates, and paradigms in the realm of heritage tourism in developing regions. The chapters of this section examine heritage resources and the tourism product; protecting heritage relics, places and traditions; politics of heritage; and the impacts of heritage tourism. The second section examines heritage tourism issues in specific regions, including the Pacific Islands, South Asia, the Caribbean, China and Northeast Asia, South-East Asia, Sub-Saharan Africa, Central and Eastern Europe, the Middle East and North Africa, and Latin America. Each region has unique histories, cultures, political traditions, heritages, issues and problems, and the way these issues are tackled vary from place to place. This volume develops frameworks that are useful tools for heritage managers, planners and policy-makers, researchers, and students in understanding the complexity of cultural heritage and tourism in the developing world. Unlike many other books written about developing regions, this book provides insiders' perspectives, as most of the empirical chapters are authored by the individuals who live or have lived in the various regions and have a greater understanding of the region's culture, history, and operational frameworks in the realm of cultural heritage. The richness of this 'indigenous' or expert knowledge comes through as each regional overview elucidates the primary challenges and opportunities facing heritage and tourism managers in the less affluent areas of the world.

Cultural heritage is one of the most important tourism resources in the world. This book provides a comprehensive theoretical overview and applied knowledge of the issues, practices, current debates, concepts and management concerns associated with cultural heritage-based tourism. The second edition has been updated to include timely and emerging topics such as geopolitics, conflict, solidarity tourism, overtourism and climate change. It also expands on important areas such as environmental change, technology, social media, heritage economics, Indigenous knowledge and co-created experiences. This edition includes up-to-date data, statistics, references, case material, figures and pedagogical tools. It remains an important and accessible text for undergraduate and postgraduate students of cultural and heritage tourism, cultural resource management, and museum management.

The complex relationship between heritage places and people, in the broadest sense, can be considered dialogic, a communicative act that has implications for both sides of the 'conversation'. This is the starting point for *Heritage and Tourism*. However, the 'dialogue' between visitors and heritage sites is complex. 'Visitors' have, for many decades, become synonymous with 'tourists' and the tourism industry and so the dialogic relationship between heritage place and tourists has produced a powerful critique of this often contested relationship. Further, at the heart of the dialogic relationship between heritage places and people is the individual experience of heritage where generalities give way to particularities of geography, place and culture, where anxieties about the past and the future mark heritage places as

sites of contestation, sites of silences, sites rendered political and ideological, sites powerfully intertwined with representation, sites of the imaginary and the imagined. Under the aegis of the term 'dialogues' the heritage/tourism interaction is reconsidered in ways that encourage reflection about the various communicative acts between heritage places and their visitors and the ways these are currently theorized, so as to either step beyond – where possible – the ontological distinctions between heritage places and tourists or to re-imagine the dialogue or both. Heritage and Tourism is thus an important contribution to understanding the complex relationship between heritage and tourism.

This volume provides a comprehensive account of the valuable tangible and intangible benefits of the development of heritage tourism. Tourism development is widely acknowledged as a crucial tool to foster the development of rural and urban areas. To this end, this book presents nine case studies from international authors that reflect how tourism development is helpful—economically, socially, and otherwise—for community capacity building. The case studies from the countries of Spain, Portugal, Australia, Dubai, Bangladesh, Nigeria, and India demonstrate the uses of various management strategies and methods for rural and urban areas, and cover some of the major topics related to community-based tourism, community capacity building, and community participation in developing heritage tourism. Chapters consider the conservation of heritage resources and tourism promotion of destinations that provide opportunities to local communities to strengthen their economies and social standards. Key features: water conservation in urban landscape as natural, cultural, and historic tourism resources spiritual and religious heritage tourism cultural tourism and the support of public and private funds economic development and its effect on cultural and natural resources public-private-partnerships to ensure sustainable development talent management challenges tribal tourism and tribal festivals, which are the mirror of their culture and could be major tourist attractions The methodologies and proposed management strategies discussed by the book's researchers and professors will be valuable for policymakers, administrators, tourism promoters, researchers, and academicians who are involved with the tourism industry.

This book provides a comprehensive discussion of the phenomenon of World Heritage tourism through a critical, global perspective that encompasses both supply and demand. Individual chapters critically engage with four main topics crucial to this subject area. A chapter on visitors defines the World Heritage tourist segment, highlighting on-site behavior and visitor needs. Building on this, a marketing chapter questions the functionality of the World Heritage brand as a tourist attractor and instead argues that tourist growth is due to effective marketing following World Heritage inscription. The third chapter presents a holistic management framework centred on planning, place, and people, while the concluding chapter situates World Heritage tourism in a global context, discussing threats such as climate change. International case studies from a wide variety of both natural and cultural sites provide a representative discussion of the topic across



varying geographical, political, and cultural contexts. This will be of great interest to upper-level students, researchers, and academics in the fields of tourism, heritage studies, and geography, as well as practitioners in these fields who wish to better understand the crucial interplay of these areas.

This is the first book to provide a comprehensive account of cultural and heritage tourism in the Middle East and North Africa (MENA) region and the many complexities that heritage sites and tourist attractions face. The MENA region has long been regarded as the cradle of Western and Arab civilisation and is the home of many of the world's major religions. Because of this, the region is rich in heritage sites that serve as major tourist attractions and as icons of national, cultural and religious identity. However, as this book examines, heritage in the region is simultaneously highly contested and has even become a target for terrorism creating a situation that brought major challenges for heritage management and sustainable tourism development. Many of the region's innumerable cultural sites are threatened, in some cases by overuse, in others by neglect and, in many, simply by the pressures of economic development. This book is therefore of interest not only to heritage managers and policy makers but those academics who seek to address the delicate balance between tourism development, communities and the tourists who visit such sites in a turbulent but highly significant region of the world.

Tourism is one of the most rapidly evolving industries of the 21st century. The integration of technological advancements plays a crucial role in the ability for many countries, all over the world, to attract visitors and maintain a distinct edge in a highly competitive market. The Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications is a pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism. Featuring extensive coverage on relevant areas such as smart tourism, user interfaces, and social media, this publication is an ideal resource for policy makers, academicians, researchers, advanced-level students, and technology developers seeking current research on new trends in ICT systems and application and tourism.

The perceived quality of a destination's cultural offering has long been a significant factor in determining tourist choices of destination. More recently, the need to present touristic offerings that include cultural experiences and heritage has become widely recognised, that this aspect of the tourism experience is an important differentiator of destinations, as well as being amongst the most manageable. This has also led to an increase in the management of such experiences through special exhibitions, events and festivals, as well as through ensuring more routine and controlled access to heritage sites. Reflecting the increasing application of cultural heritage as a driver for tourism and development, this book provides for the first time a cohesive volume on the subject that is theoretically rich, practically applied and empirically

grounded. Written by expert scholars and practitioners in the field, the book covers a broad range of theoretical perspectives of cultural heritage tourism; regeneration, policy, stakeholders, marketing, socio-economic development, impacts, sustainability, volunteering and ICT. It takes a broad view, integrating international examples of sites, monuments as well as intangible cultural heritage, motor vehicle heritage events and modern art museums. This significant book furthers knowledge of the theory and application of tourism within the context of cultural heritage and will be of interest to students, researchers and practitioners in a range of disciplines.

This three volume reference series provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism, heritage and culture. The papers have been selected and introduced by Dallen Timothy, one of the leading international scholars in tourism research. The first volume 'Managing Heritage and Cultural Tourism Resources' deals primarily with issues of conservation, interpretation, impacts of tourism and the management of those impacts. Sold individually and as a set, this series will prove an essential reference work for scholars and students in geography, tourism and heritage studies, cultural studies and beyond.

Heritage tourism is tied to myth making and stories; creative content that can be shared, stored, combined and manipulated, but that depends on a unique cultural or natural history. A significant section of the wider phenomenon that is cultural tourism, heritage tourism is a demand-driven industry that continues to be a subject of heated debate in academic circles. Beginning with an overview of the subject, this book considers the conservation and revitalization of heritage destinations, as well as the role local communities have in supporting an attraction. It then discusses product development and communication around the world, using new techniques such as social media and examples from food tourism and sporting events, before a final section reviews the planning and institutionalisation of heritage spaces. A timely conclusion subsequently considers the implications of developments such as globalisation, technological improvement and climate change upon these unique destinations. A valuable addition to the literature, this book is the first to bridge the gap between theory and practice, including the latest research and international case studies for researchers and practitioners in tourism and destination management.

This book explores how the mere designation of World Heritage sites can achieve UNESCO's goal of creating lasting worldwide peace. Drawing on ethnography, policy analysis, and a sophisticated fusion of anthropological theories, Di Giovine convincingly reveals the existence of a global heritage-scape and provides a detailed yet expansive look at the politics and processes, histories and structures, and the rituals and symbolisms of the interrelated phenomena of tourism, historic preservation, and UNESCO's World Heritage Convention.

Cultural heritage attractions are, by their very nature, unique and fragile. It is therefore important that tourism authorities

study how best to develop such sites, whilst at the same time preserving them for the long-term. The aim of this conference was to provide a forum for countries from all over the world to present case studies on successful policies, guidelines and strategies that would help the Asia-Pacific region take advantage of its cultural heritage in developing its tourism industry.

The tourism industry continues to evolve as people's interests have changed. There has been a shift in the type of experiences sought when people travel. One of the reasons behind this is the desire for travelers to be more engaged as they travel and get to know a community through their culture and heritage. Tourists are craving authenticity. In an environment of chain restaurants, hotels, and stores people are seeking the differences of what communities offer. This book will be a guide to how a community can sustainably develop their cultural and tourism resources in order to attract and retain the sought-after cultural and heritage tourist.

Heritage tourism has become an increasingly significant component of the global tourism industry, particularly in countries striving to diversify away from sea, sand and sun. This growth has had profound influences on the presentation and representation of both tangible and intangible heritage within tourism context. The concept of heritage continues to evolve with its fast-changing political, economic and socio-cultural surroundings. Therefore it is essential that heritage tourism engages with the new form of globalised communities and societies, which have become more assimilated to each other but yet strive to sustain their own distinctive locality. This book aims to offer a thorough critical examination and systematic evaluation of the unique dynamics of heritage and tourism development from both social sciences and management perspectives. It incorporates both global and local perspectives in theorising and managing heritage tourism. While focusing on reviewing and analysing key academic concepts and debates including authenticity, commodification, globalisation and heritage interpretation, this book also discusses and evaluates topical issues such as sustainable development, marketing strategies and digital technologies including social media. It theoretically locates heritage discourses in the analysis of heritage tourism development and management drawing on various perspectives, from tourism, heritage studies, sociology, anthropology, politics and geography to management and marketing studies. Including case studies of topical concerns, controversies and challenges it will encourage readers to develop a new and insightful understanding of the dialectical relationship between heritage and tourism development. This book is essential reading for students studying tourism, heritage studies, cultural studies as well as related disciplines.

The first UNWTO Study on Tourism and Intangible Cultural Heritage provides comprehensive baseline research on the links between tourism and intangible cultural heritage (ICH). The publication explores major challenges, risks and opportunities for tourism development related to ICH, while suggesting practical steps for the elaboration, management

and marketing of ICH-based tourism products. Through an extensive compendium of case studies and good practices drawn from across five continents, the report offers information on, and analysis of, government-led actions, public-private partnerships and community initiatives. It further offers recommendations on fostering responsible and sustainable tourism development through the safeguarding of intangible cultural assets.

Cultural Tourism remains the only book to bridge the gap between cultural tourism and cultural and heritage management. The first edition illustrated how heritage and tourism goals can be integrated in a management and marketing framework to produce sustainable cultural tourism. The current edition takes this further to base the discussion of cultural tourism in the theory and practice of cultural and heritage management (CM and CHM), under the understanding that for tourism to thrive, a balanced approach to the resource base it uses must be maintained. An 'umbrella approach' to cultural tourism represents a unique feature of the book, proposing solutions to achieve an optimal outcome for all sectors. Reflecting the many important developments in the field this new edition has been completely revised and updated in the following ways:

- New sections on tangible and intangible cultural heritage and world heritage sites.
- Expanded material on cultural tourism product development, the cultural tourism market and consumer behaviour, planning and delivery of exceptional experiences
- New case studies throughout drawn from cultural attractions in developing countries such as Southeast Asia, China, South Africa and the Pacific as well as from the developed world, particularly the United States, Britain, Japan, Singapore, Australia and Canada.

Written by experts in both tourism and cultural heritage management, this book will enable professionals and students to gain a better understanding of their own and each other's roles in achieving sustainable cultural tourism. It provides a blueprint for producing top-quality, long-term cultural tourism products.

Since the era of pre-industrial religious pilgrimages, architecture has beckoned travellers. This book charts the relationship, and even the entanglement, between architecture and tourism. It reveals how architecture is always tied to its physical site, yet is transportable in our imagination--and into the virtual spheres of social media and armchair travel. Illustrated with a range of studies of key buildings from history and the present-day, the book engagingly sheds light on topics such as the culture of ruins, the evolution of how tourists capture images of places, the rise of the designer museum, and architecture on television, film, and in other media. It asks why architectural monuments and buildings attract and compel us to visit, why we feel the need to understand cities through architectural sites such as museums, historic sites, and monuments, and how national identity is galvanised through its architecture and tourism. Sightseeing is, whether virtual or actual, site-seeing.

Global Tourism: Cultural Heritage and Economic Encounters explores the connections among economy, sustainability,

heritage, and identity that tourism and related processes make explicit. It illustrates how emerging theories of the economics of tourism can lead to the rethinking of traditionally non-touristic enterprises.

Innovative tourism industry leader Rosemary Rice McCormick guides the reader through the basics of marketing and tourism know-how for museum store managers and other museum and heritage marketing professionals. Packed with valuable ideas and case studies, you will learn how to build your business in the fast-growing, global tourism market, increase museum visitation and museum store sales, leverage business partnerships and tap into that “drive market” that comprises 85% of US travelers. This valuable resource is a must for all those in the business of connecting people with the cultural wealth of our museums and parks. The book received a 2011 SASI-ONE Gold Award.

International Cultural Tourism: management, implications and cases provides a comprehensive exploration of the management, operations and marketing of cultural tourism attractions and resources in a global context. Topics explored include: \* For the first time, an evaluation of the use and transformational impact of global media and new ICT in the management and marketing of cultural tourism attractions and resources. \* The changing nature of the global cultural tourism marketplace (including demand, supply, product development and political changes). \* Consumer behaviour, profiles and motivations of cultural tourists. \* Environmental performance, management and wider issues of social and cultural sustainability. Written by a team of contributors from Australia, Hong Kong, UK, US, Canada, Mexico, Portugal, South Africa and Finland, this text provides a thoroughly global insight into the issues and techniques involved in the successful management and marketing of cultural attractions. \* An overview of the way in which cultural tourism resources and attractions are managed and marketed in a global context. \* Analysis of the demand, profiles and motivation of tourists \* An investigation of the transformational and dynamic impacts of new technologies on cultural resources and products \* International contributor team provide case studies from first-hand experience and research

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