

Managing Quality Cultural Tourism Heritage Care Preservation Management

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 extensively revised second edition of *Issues in Cultural Tourism Studies* provides a new framework for analyzing the complexity of cultural tourism and its increasing globalization in existing as well as emergent destinations of the world. The book will focus in particular on the need for even more creative tourism strategies to differentiate destinations from each other using a blend of localized cultural products and innovative global attractions. The book explores many of the most pertinent issues in heritage, arts, festivals, indigenous, ethnic and experiential cultural tourism in urban and rural environments alike. This includes policy and politics; impact management and sustainable development; interpretation and representation; marketing and branding; and regeneration and planning. As well as exploring the inter-relationships between the cultural and tourism sectors, local people and tourists, the book provides suggestions for more effective and mutually beneficial collaboration. New edition features include: an increased number of topical case studies and contemporary photographs which serve to contextualize the issues discussed a re-orientation towards global rather than just European issues three brand new chapters on *The Geography of Cultural Tourism*, *The Politics of Global Cultural Tourism*, and *The Growth of Creative Tourism* an extensively revised chapter on *Experiential Tourism*. At the interface between the global and the local, a people-centred approach to planning and development is advocated to ensure that benefits are maximized for local areas, a sense of place and identity are retained, and the tourist experience is enhanced to the full. The text is unique in that it provides a summary and a synthesis of all of the major issues in global cultural tourism, which are presented in an accessible way using a diverse range of international case studies. This is a beneficial and valuable resource for all tourism students. *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

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.

"This edition fosters multidisciplinary discussion and research on the adoption of information and communication technologies (ICT) in the contexts of culture and tourism, investigating how emerging technologies and new managerial models and strategies can promote sustainable development for culture and tourism"--Provided by publisher.

Managing Quality Cultural TourismRoutledge

This book includes research papers submitted to and presented during the first international conference on Cultural Sustainable Tourism (CST) that was held in Thessaloniki, Greece in November of 2017. Discussing complex relations between Culture, tourism, and the role of planners and architects in their maintenance, this conference was jointly organized by IEREK –International Experts for Research Enrichment and Knowledge Exchange- and Aristotle University of Thessaloniki. The conference was an attempt to shed a light on the significance of Culture and Heritage as two important factors attracting tourists and promoting economic growth and convey civilizations through tourism. Themes covered in this book give an overview on current research and topics of discussion that focus on Cultural sustainable tourism through several sections. The first section, titled “Art, Architecture and Culture”, discusses urban regeneration as a road to the preservation of cultural and tourist destinations and the importance of understanding and benefitting from our heritage to allow for modern day improvements. “Heritage Tourism”, the section 2 of the book, is

more focused on offering nontraditional solutions and management plans to sustain cultural tourism and improve quality of life around historically significant areas. The third section on the “City and Rural Tourism” follows by providing sustainable strategies to attract tourists and promoting the use of existing resources. The last and final section with the title of “Sustainable Tourism, Development and Environmental Management” maneuvers around the different yet common environmental issues existing today and proposes new and innovative solutions for their elimination. Presenting a wide range of topics in chapters, this book provides the scientific community with a collection of unique and enlightening literature.

A key tool in creating a destination experience is the experience economy. This is even more true for cultural tourism experiences since culture's intrinsic values are inherently linked to experiences. The book *Creating and Managing Experiences in Cultural Tourism* aims to provide theoretical and practical background on the experience economy applied in sustainable cultural tourism. This entails a wide range of subjects addressing cultural heritage, creative industries and contemporary culture. Theoretical approaches to experience creation are presented to offer the 'rules' of designing the cultural tourism experiences. With inspirational and innovative examples, it provides an insight into the field of cultural tourism from prominent editors, authors and contributors in their respective fields.

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.

This proceedings volume explores the socio-economic dimension of the heritage sector from a broad, interdisciplinary perspective. Featuring contributions from the 2016 ALECTOR International Conference held in Istanbul, Turkey, this book presents current theoretical and empirical research related to such topics as: R&D and ICT in tourism; heritage products and services; climate change; finance and tourism; cultural communication; anthropological cultural heritage; and heritage management. Collectively, the papers presented in this book provides methodologies, strategies and applications to measure the socio-economic dimension of the heritage sector and also good practices in the heritage sector that drive regional, cultural and economic development and sustainability. The EU Neighbourhood Info Centre (ENPI) Cross-Border Cooperation (CBC) Black Sea project “Collaborative Networks of Multilevel Actors to

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Advance Quality Standards for Heritage Tourism at Cross Border Level”, or ALECTOR, focuses on different types of heritage assets as a means to invest in human capital and tourism innovation in order to achieve socio-economic development and cooperation with social partners in the Black Sea region. Featuring collaborations from Greece, Romania, Bulgaria, Moldova Ukraine, Georgia and Turkey, the project proposes a cognitive and educational framework for using a region’s assets, which would guide final beneficiaries (regions, communities, SMEs) to identify, signify, valorize and manage their natural and cultural resources, in order to use heritage potential as a vehicle for tourism. Presenting case studies of successful initiatives, the enclosed papers are divided into two parts: • Part I: Economics of Heritage features innovative research results on the heritage and tourism topics from countries such as Bulgaria, Croatia, Russia, and Romania • Part II: Best Practices features best practices, experiences, and promotion plans for cultural heritage through tourism from countries such as Bulgaria, Republic of Moldova, Turkey, Russia, and Romania 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.

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For cultural and heritage institutions around the world, sustainability is the major challenge of the twenty-first century. In the first major work to analyze this critical issue, Barthel-Bouchier argues that programmatic commitments to sustainability arose both from direct environmental threats to tangible and intangible heritage, and from social and economic contradictions as heritage developed into a truly global organizational field. Drawing on extensive fieldwork and interviews over many years, as well as detailed coverage of primary documents and secondary literature, she examines key international organizations including UNESCO, ICOMOS, and the World Monuments Fund, and national trust organizations of Great Britain, the United States, and Australia, and many others. This wide-ranging study establishes a foundation for critical analysis and programmatic advances as heritage professionals encounter the growing challenge of sustainability.

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.

* Quality as a tool for success *Covers a diverse range of quality issues and theories in the context of heritage attractions * Well-respected international

contributor team of academics and practitioners Heritage Tourism is the fastest growing component of the tourism market. Tourists have more choices than ever and their past experiences and future expectations make them even more discerning customers. A focus on quality can assist with customer satisfaction and business excellence. This new book on Quality issues brings together a range of specialists who lead us from the evolution of quality to our current position on the quality roadmap. It provides a toolkit to assist on the continuous quality improvement journey and presents a vision of what lies ahead in this new millennium. 'Quality Issues in Heritage Visitor Attractions' will prove an invaluable guide for students and practitioners in the fields of Heritage, Visitor Attractions and Tourism in general. Divided into six sections this text presents a different 'flavour' of quality by looking at aspects such as critical success factors for heritage organizations, methods of quality improvement, developing the concept and offering, quality tools for managers, managing the quality workforce and the future.

Iran has long been regarded as an international pariah state in some parts of the international community. However, its negative image in many countries disguises its history of tourism and rich cultural and natural heritage. Following the July 2015 nuclear deal and the reduction in sanctions, Iran is focusing on international tourism as a means to generate economic growth in addition to its substantial domestic tourism market. Given the significance of tourism in the Middle East and in international politics, as well as restrictions on international mobility, this volume brings together the first contemporary collection of research on tourism in Iran. Written by experts based both within and outside of Iran, the chapters engage with a number of crucial issues including the importance of religion, the role of women in society, sustaining Iran's cultural heritage, Iran's image and the resistive economy to provide a benchmark assessment of tourism and its potential future in a troubled political environment. The book will undoubtedly be of interest not only to those readers who focus specifically on Iran but also those who seek a wider understanding of Iran's role in the region and how tourism is utilised as part of national and regional economic development policies.

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.

Tourism is that area of activity of contemporary man that touches on various fields of human interest. Representatives of numerous academic disciplines find it intriguing for its exceptionally interdisciplinary character. Conditions for and consequences of the development of tourism are investigated, among others, by economists, geographers, sociologists, experts in culture, anthropologists, management and social policy specialists and even by representatives of some natural sciences. Researchers dealing with tourism need to meet strict methodological requirements, but they get access to a very interesting subject of scientific inquiry, which combines social, cultural, economic and environmental aspects to create an ontologically new quality offering epistemological challenges.

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.

A nation's heritage is one of the most potent forces for generating tourism: the Tower of London is the greatest 'visitor attraction' in Britain. But it is pushed into insignificance by comparison with the visitors travelling to Disneyland, Epcot and the other entertainment complexes in the USA; and it will be dwarfed by Euro-Disneyland east of Paris. So how should heritage attractions respond: should they find their own specific audiences and resources? This book, written by a leading heritage specialist, is essential reading for all those concerned both with heritage and leisure management. International in scope, it examines successful examples of heritage management for tourism, and equally some failures. It aims to lay some useful ground rules which should underpin all heritage developments designed to attract tourism on a major scale.

Managing Quality Cultural Tourism is an authoritative look at how to manage cultural tourist sites to best meet the needs of the visitors, the presenters and the site itself. As cultural tourism increases the management of heritage sites becomes more complex. Priscilla Boniface addresses these crucial management issues using a marketing approach to identify the needs of all concerned. This

volume is specifically aimed at professionals and students of leisure, tourism and heritage management. It provides an invaluable background to cultural tourism and then focuses on some important issues involved with managing a heritage site - education, entertainment and preservation - and considers appropriate ways of dealing with the needs of the tourist, the presenters and the cultural site. *Managing Quality Cultural Tourism* suggests a way forward for cultural tourism. It is an indispensable tool for all involved in tourism and heritage industries.

This book highlights the challenges and trends resulting from the relationship between tourist motivations, World Heritage Sites and local cultural uniqueness. With a special focus on Portugal and Brazil, several chapters refer to international cultural heritage experiences and destinations in Belgium, Cuba, Croatia, Italy, Japan, South Africa, Spain and Turkey. The volume shows that there is some crossover between tangible and intangible cultural heritage, and explores themes such as festivals and events, marketing, branding, sustainability, authenticity, preservation, wine tourism, ethnic tourism, religious tourism, literary tourism, museology and garden tourism. It will appeal to readers interested in tourism management, quality of the tourist offer, tourism heritage products, and characteristics of the tourism demand in the scope of cultural heritage.

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.

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.

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

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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. 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.

The prevalent global heritage discourse has been primarily Euro-centric in its origin, premise, and praxis. Diverse cultural, historical, and geographical contexts, such as that of Asia, call for more context-specific approaches to heritage management. This book explores this complexity of managing the cultural heritage in Asia. Case studies include sites of Angkor, Himeji Castle, Kathmandu Valley, Luang Prabang, Lumbini, and Malacca, and the book uses these to explore the religious worldviews, heritage policies, intangible heritage dimensions, traditional preservation practices, cultural tourism, and the notion of cultural landscape that are crucial in understanding the cultural heritage in Asia. It critiques the contemporary regulatory frameworks in operation and focuses on the issues of global impact on the local cultures in the region. The book goes on to emphasize the need for integrated heritage management approaches that encompass the plurality of heritage conservation concerns in Asian countries. Themes are discussed from the vantage point of heritage scholars and practitioners in the South,

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Southeast, and East Asia. This book thus presents a distinctive Asian perspective which is a valuable source for students and practitioners of heritage within and beyond the Asian context. The management of World Heritage Cities and sites is a challenging task. Getting visitor flows and the enormous traffic under control and implementing urban development projects in ways that preserve the integrity and authenticity of cultural heritage requires a high level of expertise, backed by the support of civil society and politics. This book is the result of the 2018 Conference of the Organization of World Heritage Cities, held by the Regional Secretariat for Northwest Europe and North America in Amsterdam, with the theme "Heritage & Tourism: Local Communities and Visitors – Sharing Responsibilities". The contributing expert authors – from Africa, the Americas, Asia, and Europe – draw on a range of disciplines to offer wider perspectives, stimulating dialogue among the spheres of heritage, sustainable tourism, and spatial planning. An updated chapter offers perspectives on sustainable tourism also after the COVID-19 pandemic.

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.

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 content on increasingly relevant topics including sustainability, climate change, the threat of de-globalization, overtourism and social media. New sections on experience creation, accessibility and inclusivity, as well as expanded material on creative industries and new management challenges. New international case studies and tried-and-tested assignment exercises have been added to every chapter. 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.

With the exponential rise in leisure mobility, tourism has increasingly become of great economic significance. Cultural heritage, such as museums, churches, historical landscapes, urban parks, and exhibitions attract many visitors and countries, regions and cities which house such historic-cultural amenities have seen increasingly large waves of tourists. While an avalanche of tourists has a positive impact on the local economy, such modern mass tourism also brings about negative externalities such as congestion, decline in quality of life, low access to cultural amenities and loss of local identity; to the extent that the sustainability conditions of a locality might be endangered. This tourism dilemma is particularly pronounced in cities with a rich cultural past, such as Venice, Naples and Amsterdam. Bringing together an interdisciplinary team of leading scholars from North America and Europe, this book examines the interface of local cultural resources and modern mass tourism from a sustainability perspective. It puts forward innovative methodologies and best case practice for future cultural conservation policies.

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.

Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10—12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism Heritage, Culture and Society is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals and academia in both areas.

Overtourism explores a growing phenomenon in tourism that is currently creating tensions in both urban and rural tourist destinations worldwide. This volume proposes a framework for a series of possible solutions and management strategies for dealing with overtourism and the various negative impacts that large quantities of tourists can

impose. Questioning the causes of this phenomenon – such as increased prosperity and mobility, technological development, issues of security and stigma for certain parts of the world, and so on – this book supposes that better visitor management strategies and distribution of tourists can offset the negative impacts of overtourism. Individual chapters focus on a range of destinations including Venice, Barcelona and Dubrovnik, as well as UNESCO cultural and natural heritage sites, where local political actors and public authorities are not always able to deal with the situation effectively. Integrating research and practice, this book will be of great interest to upper-level students, researchers and academics in tourism, development studies, cultural studies and sustainability, as well as professionals in the field of tourism management.

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.

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