

Cultural Heritage And Tourism An Introduction Aspects Of Tourism Texts

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

Cultural Heritage Tourism: Five Steps for Success and Sustainability helps managers and community leaders attract visitors to cultural heritage sites, attractions, or destinations through

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a proven five-step process. Complete with case studies, best practices, and sample documents, this book covers every step, from inception to evaluation.

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

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well as related disciplines.

Not all World Heritage Sites have people living within or close by their boundaries, but many do. The designation of World Heritage status brings a new dimension to the functioning of local communities and particularly through tourism. Too many tourists accentuated by the World Heritage label, or in some cases not enough tourists, despite anticipation of increased numbers, can act to disrupt and disturb relations within a community and between communities. Either way, tourism can be seen as a form of activity that can generate interest and concern as it is played out within World Heritage Sites. But the relationships that World Heritage Sites and their consequent tourism share with communities are not just a function of the number of tourists. The relationships are complex and ever changing as the communities themselves change and are built upon long-standing and wider contextual factors that stretch beyond tourism. This volume, drawing upon a wide range of international cases relating to some 33 World Heritage Sites, reveals the multiple dimensions of the relations that exist between the sites and local communities. The designation of the sites can create, obscure and heighten the power relations between different parts of a community, between different communities and between the tourism and the heritage sector. Increasingly, the management of World Heritage is not only about the management of buildings and landscapes but about managing the communities that live and work in or near them.

This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports

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tourism; tourism economics and policy; e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The book was edited in collaboration with the International Association of Cultural and Digital Tourism - IACuDiT - and includes the proceedings of the First International Conference on Cultural and Digital 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.

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?This volume explores China's cultural heritage ideology and policies from three interrelated perspectives: the State and World Heritage tourism; cultural heritage tourism at undesignated sites, and the cultural politics of museums and collections. Something of a cultural heritage designation craze is happening in China. This is new within even the last five to ten years. Officials at many levels now see heritage preservation as a means for commoditizing their regions. They are devoting new resources and attention to national and international heritage designations. Thus, addressing cultural heritage politics in a nation dedicated to designation is an important project, particularly in the context of a rapidly growing economy. This volume is also important because it addresses a very wide range of cultural heritage, providing an excellent sample of case studies: historic vernacular urban environments, ethnic tourism, scenic tourism, pilgrimage as tourism, tourism and economic development, museums, border heritage, underwater remains, and the actual governance and management of the sites. This volume is an outstanding introduction to cultural heritage issues in China while contributing to Chinese studies for those with greater knowledge of the area.

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 third volume 'The Political Nature of Cultural Heritage and Tourism' addresses contemporary issues such as heritage dissonance, the debate on authenticity, conflict, and contested heritage. 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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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 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

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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.

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

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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.

Cultural tourism has become an important source of revenue for Latin American countries, especially in the Andes and Meso-America. Tourists go there looking for authentic cultures and artefacts and interact directly with indigenous people. Cultural tourism therefore takes place in close engagement with local societies. This book analyse the effects of cultural tourism and the processes of change it provokes in local societies. It analyses the intricacies of informal markets, the consequences of enforcing tourist policies, the varied encounters of foreign tourists with local populations, and the images and identities that result from the development of tourism. The contributors convincingly show that the tourist experience and the reactions to tourist activities can only be understood if analysed from within local contexts. Contributors: Michiel Baud, Annelou Ypeij, Lisa Breglia, Quetzil E. Castañeda, Ben Feinberg, Carla Guerrero Montero, Walter E. Little, Keely B. Maxwell, Lynn A. Meisch, Zoila S. Mendoza, Alan Middleton, Beatrice Simon, Griet Steel, Gabriela Vargas-Cetina. "Tourism in Latin America especially the sort of cultural tourism that plays to desires for authentic experiences has become a key foreigner currency earner for many countries. This important volume examines the impact of tourism across the region, providing a rich survey of the range of experiences and teasing out the theoretical implications. From the almost surreal Mi Pueblito theme park in

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Panama to mushroom-hunting tourists in Oaxaca to the eco-trail leading to Machu Pichu, these chapters present compelling cases that speak to identity formation, nationalism, and economic impacts. As the contributors show, benefits are differentially accrued to various actors and often not to the communities that tourists come to see. Yet, the contributors also make it clear that in struggles over ownership, authenticity, and political representation, local communities actively shape the contours and meanings of tourism, at times successfully leveraging cultural capital into economic gains. " Edward F. Fischer, Director Center for Latin American Studies, Vanderbilt University

This is the first book of its kind to examine railway heritage in the context of tourism in a comprehensive, internationally relevant manner. It explores the challenges faced by developers and operators of railway heritage destinations including financial, legal and managerial sustainability in the modern tourism industry. These themes are exemplified by a variety of case studies of railway heritage in tourism from regions around the world including North, Central and South America, the Caribbean, Europe, and Australasia. The volume will be of particular interest to scholars of cultural tourism as well as researchers and practitioners of industrial heritage tourism, along with graduate and senior undergraduate students.

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

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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.

At the heart of the European debate lies the tension between the idea of European unity and individual state identities and nationalisms. This volume provides an insight into this dichotomy by exploring the role of heritage in the new Europe. The main theme of this book is that a number of possible heritages can be shaped from the European past depending on the purposes for which they are intended. Through different methods of management intervention, heritage can fulfil a variety of functions, becoming a major commercial resource in the form of the tourism industry, or enlisted in the creation and maintenance of place identities. Leading contributors look at different perceptions of heritage by different cultures, and the social and political consequences of heritage planning. The nature of heritage planning for emerging, spatially fragmented state structures is also discussed.

Angkor, Cambodia's only World Heritage Site, is enduring one of the most crucial, turbulent periods in its twelve hundred year history. Given Cambodia's need to restore its shattered social and physical infrastructures after decades of violent conflict, and with tourism to Angkor increasing by a staggering 10,000 per cent in just over a decade, the site has become an

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intense focal point of competing agendas. Angkor's immense historical importance, along with its global prestige, has led to an unprecedented influx of aid, with over twenty countries together donating millions of dollars for conservation and research. For the Royal Government however, Angkor has become a 'cash-cow' of development. Post-conflict Heritage, Postcolonial Tourism critically examines this situation and locates Angkor within the broader contexts of post-conflict reconstruction, nation building, and socio-economic rehabilitation. Based on two years of fieldwork, the book explores culture, development, the politics of space, and the relationship between consumption, memory and identity to reveal the aspirations and tensions, anxieties and paradoxical agendas, which form around a heritage tourism landscape in a post-conflict, postcolonial society. With the situation in Cambodia examined as a stark example of a phenomenon common to many countries attempting to recover after periods of war or political turmoil, Post-conflict Heritage, Postcolonial Tourism will be of particular interest to students and scholars working in the fields of Asian studies, tourism, heritage, development, and cultural and postcolonial studies.

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

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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.

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

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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.

This dissertation, "Development of Sustainable Cultural Heritage Tourism in China: a Comparative Study of Ancient Towns in Lijiang and Chengdu" by Shuangzi, Wang, ???, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. Abstract: The development of cultural heritage tourism has become a world-wide issue recent years. There is increasing pressure between cultural heritage conservation and tourism industry growth,

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however, the sustainable integration of cultural heritage and tourism can results in positive and synergistic effect on the whole system. Thus the research on sustainable development of cultural heritage tourism is increasing significant in a global scale. China is the typical country that facing the dilemma of pursuing tourism industry growth and cultural heritage protection, an integrated framework that can guide the cultural heritage tourism towards sustainability is necessary and urgent at present. Lijiang Old Town in Lijiang and China's Lane in Chengdu are used as comparative case study. Aspects related to sustainable cultural heritage tourism development are examined and evaluated according to the conceptual framework, including heritage conservation performance such as resource integrity, cultural authenticity, publicity and education; tourism industry performance such as economic growth, marketing and branding strategies, tourist satisfaction; mechanism performance such as policy support, stakeholder cooperation, assessment and monitoring mechanism, etc. It is found out that China's Lane has a better performance than Lijiang Old Town due to its government-guide development mode and right segregation system. While it is also found that the cultural authenticity is decreasing both in Lijiang Old Town and China's Lane largely due to the displacement of indigenous population and the disruption of local community network. It is concluded that the role of

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government should shift from dominance to guidance, right segregation management mode should be promoted and effective and comprehensive assessment and monitoring mechanism should be established regarding the development of cultural heritage tourism in China. Moreover, cultural authenticity and local community network as the core of cultural heritage conservation should be highly valued by various sectors in the society, since they are the basic and essence to ensure long-term development of cultural heritage tourism towards sustainability. DOI: 10.5353/th_b5131735 Subjects: Sustainable tourism - China - Lijiang Diqu Sustainable tourism - China - Chengdu Heritage tourism - China - Chengdu Heritage tourism - China - Lijiang Diqu

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

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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. This book explores the ways in which information and communication technologies (ICTs) offer a powerful tool for the development of smart tourism. Numerous examples are presented from across the entire spectrum of cultural and heritage tourism, including art, innovations in museum interpretation and collections management, cross-cultural visions, gastronomy, film tourism, dark tourism, sports tourism, and wine tourism. Emphasis is placed on the importance of the smart destinations concept and a knowledge economy driven by innovation, creativity, and entrepreneurship. New modes of tourism management are described, and tourism products, services, and strategies for the stimulation of economic innovation and promotion of knowledge transfer are outlined. The potential of diverse emerging ICTs in this context is clearly explained, covering location-based services, internet of things, smart cities, mobile services,

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gamification, digital collections and the virtual visitor, social media, social networking, and augmented reality. The book is edited in collaboration with the International Association of Cultural and Digital Tourism (IACuDIT) and includes the proceedings of the Third International Conference on Cultural and Digital Tourism.

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.

The Asia Pacific region's enormous diversity of living cultures and preserved heritage sites has significant appeal to many tourists. However tourism has

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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.

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

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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.

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

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policies, guidelines and strategies that would help the Asia-Pacific region take advantage of its cultural heritage in developing its tourism industry.

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

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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 timely Research Agenda moves beyond classic approaches that consider the relationship between heritage and tourism either as problematic or as a factor for local development, and instead adopts an understanding of heritage and tourism as two reciprocally supported social phenomena that are co-produced.

With contributions from international experts, this book provides a broad discussion of cultural tourism as a concept and the way it is implemented in diverse regions around the world. It addresses the notion of cultural tourism and what it means to tourism as an

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industry, and also explores types of cultural tourism offered to tourists and experienced by them. Many international case studies will be included on specific instances of cultural tourism, and current topics like cultural tourism's relationship to sustainability are discussed.

This dissertation, "Impact of Tourism on a Cultural Heritage Place: the Case of West Street (Xi Jie) in Yangshuo Town, Guangxi Province, China" by Xiaoning, Yuan, ???, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. Abstract: ?Tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature and tradition which has the power to reshape culture and nature to its own needs (MacCannell, 1976). Since the reform and opening up, tourism has greatly expanded in mainland China over the past decades. The abundant cultural and historical attractions have become principal tourism resources and spurred the growth of a large heritage tourism industry. Cultural tourism attracts lots of attention from both the public and academics nowadays. However, tourism impacts on China's cultural heritage places are as yet little understood. This dissertation would explore the tourism impacts on built heritage and local community with the case study of a historic site -

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West Street in Yangshuo County, Guangxi Province. Tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature and tradition which has the power to reshape culture and nature to its own needs (MacCannell, 1976). Since the reform and opening up, tourism has greatly expanded in mainland China over the past decades. The abundant cultural and historical attractions have become principal tourism resources and spurred the growth of a large heritage tourism industry. Cultural tourism attracts lots of attention from both the public and academics nowadays. However, tourism impacts on China's cultural heritage places are as yet little understood. This dissertation would explore the tourism impacts on built heritage and local community with the case study of a historic site - West Street in Yangshuo County, Guangxi Province. DOI: 10.5353/th_b5071644 Subjects: Cultural property - China - Guangxi Zhuangzu Zizhiqu - Case studies Heritage tourism - China - Guangxi Zhuangzu Zizhiqu - Case studies

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

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people with the cultural wealth of our museums and parks. The book received a 2011 SASI-ONE Gold Award.

Cultural Heritage and Tourism An Introduction Channel View Publications

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

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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.

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.

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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.

At the interface between culture and tourism lies a series of deep and challenging issues relating to how we deal with issues of political engagement, social justice, economic change, belonging, identity and meaning. This book introduces researchers, students and practitioners to a range of interesting and complex debates regarding the political and social implications of cultural tourism in a changing world. Concise and thematic theoretical sections provide the framework for a range of case studies, which contextualise and exemplify the issues raised. The book focuses on both traditional and popular culture, and explores some of the tensions between cultural preservation and social transformation. The book is divided into thematic sections - Politics and Policy; Community Participation and Empowerment; Authenticity and Commodification; and Interpretation and Representation - and will be of interest to all who wish to understand how cultural tourism continues to evolve as a focal point for understanding a changing world.

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World Heritage Sites are some of the most recognised locations around the world. They include natural sites such as the Grand Canyon and the Great Barrier and cultural ones such as the Pyramids at Giza, the Walled City of Baku in Azerbaijan and the Historic Centre of Riga in Latvia. The responsibility to manage them successfully and ensure that the resources are not damaged by visitors, war or environment is therefore vital. Managing World Heritage Sites covers the management issues encountered at cultural and natural UNESCO World Heritage Sites). WHS sites are high profile and as their designation states they are unique. They are often government owned and subject to political debate, they have iconic status and are therefore crucial to national tourism industries, and often involve a large number of stakeholders within their management structures. This text considers all of these aspects in arriving at solutions for site management principles. In 12 chapters and 5 case studies it covers issues such as WHS designation, marketing, visitor management, revenue generation and management. Each chapter will examine the management issues associated with managing heritage within the WH Sites, making clear use of management practices to apply the theory. Managing World Heritage Sites: • Includes international case studies such as World Heritage Sites in the Americas, Machupicchu, Stonehenge, Central Eastern Rainforest

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Reserves of Australia, Megalithic Temples of Malta. • Is authored by an international contributor team of well known and respected experts in this field • Has a user friendly and logical structure including aims, introduction, case study, conclusion, references and websites and examples best practice. • 5 specific case study chapters including a location map, an explanation of key issues, conclusion, and questions for self-study

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.

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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

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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.

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.

This book gathers the best papers presented at the 11th Tourism Outlook Conference, held in Eskişehir, Turkey, from 3 to 5 October 2018. Covering various aspects of heritage and its effects on tourism issues, the contributions provide a multidisciplinary perspective on emerging issues and challenges in the area. The book also analyzes both the tangible and intangible properties of natural, cultural, and historical heritage and how these relate to and influence tourism, and evaluates the importance and role of heritage in tourism destinations and products. By providing a platform for cross-disciplinary dialogues that integrate research and insights from diverse geographical, sectoral and institutional perspectives, the book allows readers to gain a better understanding of heritage tourism.

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