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A1JBG3 - CODY CHASE

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 refer-

ence work for scholars and students in geography, tourism and heritage studies, cultural studies and beyond.

Zen and the Art of Local History is an engaging, interactive conversation that conveys the exciting nature of local history. Divided into six major themes the book covers the scope and breadth of local history:

- Being a Local Historian
- Topics and Sources
- Staying Relevant
- Getting it Right
- Writing History
- History Organizations

Each chapter features one of Carol Kammen's memorable editorials from History News. Her editorial is a "call." Each is followed by a response from one of more

than five dozen prominent players in state and local history. These Respondents include local and public historians, archivists, volunteers, and history professionals across the kaleidoscopic spectrum of local history. Among this group are Katherine Kane, Robert "Bob" Richmond, Charlie Bryan, and Cinnamon Catlin-Legutko. The result is a series of dialogues on important topics in the field of local history. This interactivity of these conversations makes Zen and the Art of Local History a unique offering in the public history field.

ABSTRACT: The National Trust for Historic

Preservation defines heritage tourism as: "traveling to experience the places and activities that authentically represent the stories and peoples of the past and present. It includes irreplaceable historic, cultural, and natural resources." Heritage tourism is a lucrative industry in the United States. On average, heritage tourists spend \$623 per trip compared to \$457 for all U.S. travelers. The rise of heritage tourism is inextricably linked with several trends in American society, namely: the historic preservation movement, the desire for a sense of place, and nostalgia. These motivating tendencies often inspire problems of authenticity, commodification, and an unhealthy romanticization of the past. The present study seeks to analyze the heritage tourism industry in Florida. Chapter one offers a brief look at the history and anthropology of tourism. Chapter two provides an explanation of heritage tourism and the human motivations that drive it, as well as an examination of several U.S. locations where it is practiced. Chapter three provides a short history of tourism in Florida, an overview of state organizations and agencies that promote and practice heritage tourism, and a look at several of Flori-

da's unique heritage tourism locations. Chapter four is a case study focusing on the heritage tourism industry in St. Augustine, Florida, the oldest city in the United States. St. Augustine presents the best example of heritage tourism in Florida, and offers a perfect setting in which to examine many of the typical problems of heritage tourism. A popular tourist site since the 1800s, St. Augustine followed the lead of Colonial Williamsburg by extensively renovating its historic district in the 1960s. Tourism is the city's only true industry, but the number of tourists that visit annually pales in comparison to non-historical Florida attractions like Disney World. St. Augustine raises unique questions about the neglect of the Hispanic influence in the history of the United States, the American public's fascination with myth and primacy, and the inherent difficulties of maintaining authenticity in any heritage tourism location.

Because few comparative data existed on European cultural tourism, when the European commission designated cultural tourism as a key area of tourism development in Europe, the European association for tourism and leisure education under-

took a transnational study of European cultural tourism. The first five chapters address general themes (the scope and significance, the social context, the economic context and the political context of cultural tourism). They are followed by eleven chapters on individual countries from the European Union. Re-issued in 2005 in electronic format by ATLAS, the Association for Tourism and Leisure Education.

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.

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.

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.

This book examines the relationship between archaeological tourism and professional archaeology. To do so, it explores the connection - most visibly through nationalism and global capitalism - from its origins in the early modern period to World War II. How separate is the development of archaeological tourism from that of the formation of archaeology as a discipline? And do the fields operate in two different worlds? Scholarly discussions have largely treated them as distinct fields with no connection, while histories of archaeology, in particular, have focused on aspects such as the history of archaeological discov-

eries, archaeological thought and, more recently, the political relationship between archaeology and nationalism and other ideologies. Largely missing from all these accounts has been an examination of how archaeology has been incorporated into society, for example through something that all humans enjoy – leisure – in the form of archaeological tourism. Moreover, just as histories of archaeology have largely ignored the connection between archaeology and tourism, so too has tourism in the reverse direction. Recent studies on tourism have centered on topics such as economy (sustainable and recession tourism) and new types of tourism (including ecotourism and medical tourism).

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 versus commodification, exploitation of national cultures, impacts on local communities, and the management of heritage resources) have not been ade-

quately 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.

Stressing the interconnectedness of tourism and culture, this valuable handbook explores what tourism industry professionals need to know to succeed. Globalization, landmark attractions, and cultural heritage are among the topics discussed from both international and local perspectives. Each chapter also concludes with a comprehensive series of self-assessment questions and a proposed task that professionals and students can do to enrich their cultural learning experience.

The Book Explores Various Facets Of Indian Social And Cultural Thought And Life

That Make The Country An Attractive Tourist Site: Its People, History, Arts, Food And Drink, Customs And Lifestyle. It Includes A Variety Of Discussions And Data On Tourism: Tourism-Related Organisations And Conventions, Eco-Tourism And India S Wildlife Scenario, For Instance.

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.

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, 袁晓宁, 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 re-

tained 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 - 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.

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Provides an overview of the cultural and heritage tourism industry, including information on Australian cultural tourism and strategies for its marketing ; heritage management ; heritage as a tourism commodity ; reference to the interest of overseas tourists in Aboriginal culture and purchasing Aboriginal art.

India being one of the most sought after destination in the world the potential of the industry as a foreign exchange earner

is well-known. Nowadays tourism has developed into a global phenomenon, which has become a basic need that involves hundreds of people, involving agents in tourism activity, either the governmental society, tourism industry or public society. Almost all of the modern countries either the advanced countries or developing countries in the world in this 21 century has established tourism as a sector in their economical, social and cultural development.

Sustaining Identity, Recapturing Heritage examines the complex web of public history, race, cultural identity, and tourism in Luray, Virginia, a rural Southern town. The texts associated with this town's public history--tourist brochures, promotional narratives, historic homes, memorials, and monuments--are devoted to the founding eighteenth-century families and Confederate soldiers in Luray's past, but they also marginalize the history and heritage of African Americans and American Indians, and nearly obliterate the history of women in this region. Thus, the public history does not reflect the actual history of this town. A close look at one town helps to debunk the ideas and ideologies of the existence

of a monolithic South, since the term could mean Mississippi, North Carolina, or somewhere-in-between. Luray and the Shenandoah Valley, with their distinctive geographical, economical, architectural, and cultural history can boast of its own discrete southern identity. The book reveals how African-American texts and history reveal contributions to the town of Luray and the Shenandoah Valley region. The book studies the Ol' Slave Auction Block, a controversial public history site that subverts the white, hegemonic heritage of the town. *Sustaining Identity, Recapturing Heritage* is groundbreaking in its study of African-American tourism.

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.

This book refutes the thesis of Samuel Huntington's *Clash of Civilizations*. Instead, it supports the Alliance of Civilizations supervised by the United Nations. It describes religious-historical and cultural monuments in the region including Istanbul Cibali-Fener-Balat-Ayvansaray where three monotheistic religions live together under the peaceful conditions and they practice their religions. The thesis of Alliance of Civilizations has been examined theoretically within the context of the book. Also the added CD at the back side of the book presents visual information about the issue. We hope that thesis of the

Alliance of Civilizations, co-chaired by Prime Minister Recep Tayyip Erdogan and Spanish Prime Minister Zapatero under the umbrella of the United Nations, will make considerable contribution to the world peace.

This text examines the development of mass tourism in coastal regions of Southern Europe, with implications for similar regions. It provides a critical assessment of attempts to make mass tourism resorts more sustainable, and the development of smaller-scale, alternative tourism products.

The first collection of its kind to examine tourism as a complicated and vital force in southern history, culture, and economics Anyone who has seen Rock City, wandered the grounds of Graceland, hiked in Great Smoky Mountains National Park, or watched the mermaids swim at Weeki Wachee knows the southern United States offers visitors a rich variety of scenic, cultural, and leisure activities. Tourism has been, and is still, one of the most powerful economic forces in the modern South. It is a multibillion-dollar industry that creates jobs and generates revenue while drawing visitors from around the world to enjoy the

region's natural and man-made attractions. This collection of 11 essays explores tourism as a defining force in southern history by focusing on particular influences and localities. Alecia Long examines sex as a fundamental component of tourism in New Orleans in the early 20th century, while Brooks Blevins describes how tourism served as a modernizing influence on the Arkansas Ozarks, even as the region promoted itself as a land of quaint, primitive hillbillies. Anne Whisnant chronicles the battle between North Carolina officials building the Blue Ridge Parkway and the owner of Little Switzerland, who fought for access and advertising along the scenic highway. One essay probes the racial politics behind the development of Hilton Head Island, while another looks at the growth of Florida's panhandle into a "red-neck Riviera," catering principally to southerners, rather than northern tourists. *Southern Journeys* is a pioneering work in southern history. It introduces a new window through which to view the region's distinctiveness. Scholars and students of environmental history, business history, labor history, and social history will all benefit from a consideration of the place

of tourism in southern life.

Contributed articles with special reference to Indian tourism sector.

DIVStudy of how the memorials created in Oklahoma City and at the World Trade Center site raise questions about the relationship between cultural memory and consumerism./div

The Routledge Handbook of Cultural Tourism explores and critically evaluates the debates and controversies in this field of Tourism. It brings together leading specialists from a range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on this significant stream of tourism and its future direction. The book is divided into 7 inter-related sections. Section 1 looks at the historical, philosophical and theoretical framework for cultural tourism. This section debates tourist autonomy role play, authenticity, imaginaries, cross-cultural issues and inter-disciplinarity Section 2 analyses the role that politics takes in cultural tourism. This section also looks at ways in which cultural tourism is used as a policy instrument for economic development. Section 3

focuses on social patterns and trends, such as the mobilities paradigm, performativity, reflexivity and traditional hospitality, as well as considering sensitive social issues such as dark tourism. Section 4 analyses community and development, exploring adaptive forms of cultural tourism, as well as more sustainable models for indigenous tourism development. Section 5 discusses Landscapes and Destinations, including the transformation of space into place, issues of authenticity in landscape, the transformation of urban and rural landscapes into tourism products and conservation versus development dilemmas. Section 6 refers to Regeneration and Planning, especially the creative turn in cultural tourism, which can be used to avoid problems of serial reproduction, standardisation and homogenisation. Section 7 deals with The Tourist and Visitor Experience, emphasising the desire of tourists to be more actively and interactively engaged in cultural tourism. This significant volume offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text is international in focus, encouraging dialogue across disciplinary boundaries and areas of study and

will be an invaluable resource for all those with an interest in Cultural Tourism. This is essential reading for students, researchers and academics of Tourism as well as those of related studies in particular Cultural Studies, Leisure, Geography, Sociology, Politics and Economics.

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 Eu-

rope, 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.

Cultural tourism has become an important source of revenue for Latin American countries, especially in the Andes and Meso-America. This book analyses its effects and the processes of cultural change it provokes in local societies.

The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

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.

This book is an interdisciplinary collaboration between a literary critic and cultural historian, which examines and recovers a radical and still urgent challenge to the industrialisation of cultural tourism from the work of John Ruskin. Ruskin exerted a formative influence on the definition and development of cultural tourism which was probably as significant as that, for example, of his contemporary Thomas Cook.

The book assesses Ruskin's overall influence on the development of national and international tourism in the context of pre-existing expectations about tourism flows and cultural capital and alongside parallel and intersecting trends of the time; examines Ruskin's contribution to the tourist agenda at all social levels; and discusses Ruskin's significance for current debates in tourism studies, especially questions of the place of the 'canon' of traditional European cultural tourism in a post-modern tourist setting, and the various incarnations of 'heritage tourism'.

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. 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 de-

veloped 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.

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.

Cultural tourism includes experiencing local culture, traditions and lifestyle, participation in arts-related activities, and visits to museums, monuments and heritage sites. This book reviews a wide range of qualitative and quantitative research methods applied to the field. It is suitable for students and researchers in tourism and leisure.

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 environ-

mental 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.

This book addresses the interconnected issues of public memory, race, and heritage tourism, exploring the ways in which historical tourism shapes collective understandings of America's earliest engagements with race. It includes contributions from a diverse group of humanities scholars, including early Americanists, and scholars from communication, English, museum studies, historic preservation, art and architecture, Native American studies, and history. Through eight chapters, the collection offers varied perspectives and original analyses of memory-making and re-making through travel to early American sites, bringing needed attention to the considerable role that tourism plays in producing—and possibly unsettling—racialized memories about America's past. The book

is an interdisciplinary effort that analyses lesser-known sites of historical and racial significance throughout North America and the Caribbean (up to about 1830) to unpack the relationship between leisure travel, processes of collective remembering or forgetting, and the connections of tourist sites to colonialism, slavery, genocide, and oppression. *Public Memory, Race, and Heritage Tourism of Early America* provides a deconstruction of the touristic experience with racism, slavery, and the Indigenous experience in America that will appeal to students and academics in the social sciences and humanities.

In *History's Double*, Andrea Loselle looks at the relation between tourism and French literature, drawing a distinction between the tourist industry and the "true" experience of travel. Examining the work of such notable writers as Blaise Cendrars, Paul Morand, and Louis-Ferdinand Celine, Loselle discusses the literary representation of tourism throughout the course of the twentieth century. Themes such as violence, fascism, speed, stereotypes, the symbolic value of amusement parks, the metaphor of the journey, and historical representation are considered and employed

as a means of comparing and contrasting French writers

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 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.

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.