

# Conservation and Promotion of Heritage Tourism

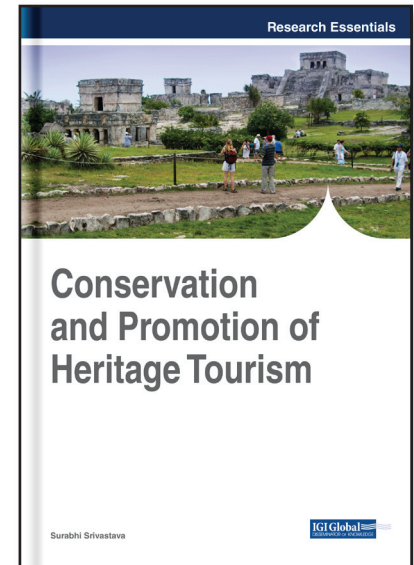
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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## Description:

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.



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## Topics Covered:

- Community Development
- Cultural Tourism
- Ecotourism
- Intangible Heritage
- Literary Heritage
- Marketing Strategies
- Multicultural Communication
- Rural Tourism
- Sustainable Tourism
- Tourism Branding

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