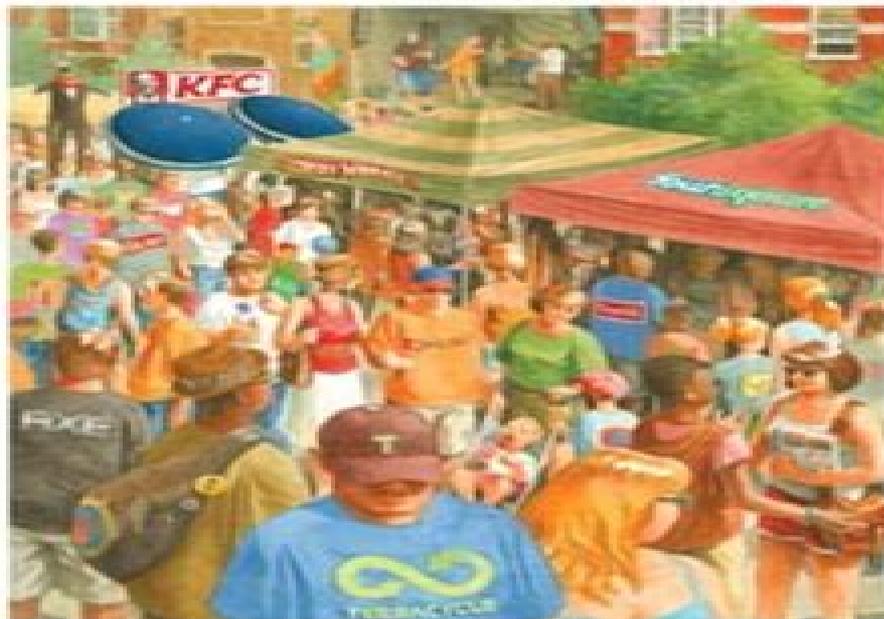


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Reynolds,Adam Lindgreen,Michael Beverland,2018-11-15 Cultural Heritage is a systematic interdisciplinary examination of cultural heritage which provides an up to date view of the field by drawing on various disciplines The book offers a thorough structured 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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