



Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management

By bob McKercher, hilary du cros

[Download now](#)

[Read Online](#) 

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management

By bob McKercher, hilary du cros

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.

 [Download Cultural Tourism: The Partnership Between Tourism ...pdf](#)

 [Read Online Cultural Tourism: The Partnership Between Touris ...pdf](#)

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management

By bob Mckercher, hilary du cros

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros

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: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros **Bibliography**

- Sales Rank: #575853 in Books
- Brand: Brand: Routledge

- Published on: 2002-02-09
- Released on: 2002-02-07
- Original language: English
- Number of items: 1
- Dimensions: 8.27" h x .64" w x 5.98" l, .80 pounds
- Binding: Paperback
- 280 pages



[Download Cultural Tourism: The Partnership Between Tourism ...pdf](#)



[Read Online Cultural Tourism: The Partnership Between Touris ...pdf](#)

Download and Read Free Online Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros

Editorial Review

Users Review

From reader reviews:

Louise Reyes:

The particular book Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management has a lot associated with on it. So when you check out this book you can get a lot of help. The book was published by the very famous author. This articles author makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after scanning this book.

James Johnson:

The reason? Because this Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management is an unordinary book that the inside of the reserve waiting for you to snap this but latter it will shock you with the secret it inside. Reading this book beside it was fantastic author who write the book in such awesome way makes the content within easier to understand, entertaining way but still convey the meaning totally. So , it is good for you for not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of rewards than the other book have such as help improving your expertise and your critical thinking technique. So , still want to delay having that book? If I were being you I will go to the reserve store hurriedly.

Becky Pope:

Do you have something that you prefer such as book? The publication lovers usually prefer to decide on book like comic, quick story and the biggest you are novel. Now, why not seeking Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management that give your fun preference will be satisfied simply by reading this book. Reading routine all over the world can be said as the opportunity for people to know world better then how they react toward the world. It can't be stated constantly that reading addiction only for the geeky person but for all of you who wants to become success person. So , for all you who want to start examining as your good habit, you may pick Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management become your own starter.

Karen Martinez:

Many people said that they feel fed up when they reading a book. They are directly felt that when they get a half areas of the book. You can choose the actual book Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management to make your personal reading is interesting. Your current skill of reading proficiency is developing when you similar to reading. Try to choose simple book to make you enjoy

you just read it and mingle the opinion about book and looking at especially. It is to be very first opinion for you to like to available a book and study it. Beside that the reserve Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management can to be your friend when you're really feel alone and confuse using what must you're doing of this time.

Download and Read Online Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros #7T1L2N6VGHJ

Read Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros for online ebook

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros books to read online.

Online Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros ebook PDF download

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros Doc

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros MobiPocket

Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros EPub

7T1L2N6VGHJ: Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management By bob Mckercher, hilary du cros