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Sustainable Cultural Tourism: Small-Scale Solutions (Paperback)

By Susan M Guyette Ph D

Bearpath Press, United States, 2013. Paperback. Book Condition: New. 250 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.This practical text guides tourism planning and development efforts from within cultures-addressing regional linkages, the tourism plan, visitor surveys, marketing, cultural centers and museums, job creation, and enterprise development, as well as evaluation of sustainability. A new paradigm for a value-based approach is discussed with examples throughout the book. Planning processes illustrate ways of integrating culture into sustainable tourism development and case studies at the end of each chapter identify community-based success factors. Lists for further reading are presented at the end of each chapter. From the Back Cover Cultural tourism of the future will foster authenticity and learning experiences through small-scale, linked enterprise networks. This book presents a value-based planning and development method for cultural tourism, coming from within the community context. Through planning and sustainable practices, tourism can support earned livelihood, cultural retention, and resource protection. Sustainability is possible through a worldview that respects cultural values and natural cycles, rather than a lineal, profit-based economic perspective. Culture guides actions, and is therefore the cornerstone of economic and ecological sustainability. The author designed this book to...



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