



Cultural and Heritage Tourism in Asia and the Pacific

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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 adequately 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*.



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