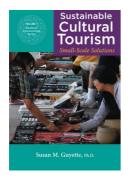
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SUSTAINABLE CULTURAL TOURISM: SMALL-SCALE SOLUTIONS



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...

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- Authored by Susan M Guyette Ph D
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