



Cultural Heritage Tourism: 5 Steps for Revitalization and Sustainable Growth (American Association for State and Local History)

Cheryl Hargrove

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Every place has a story to tell, often found in historic sites or cultural traditions of the people who settled or currently live in a community, city, region or state. When these stories and places are shared with visitors, this activity becomes what is known as cultural heritage tourism. Success and sustainability in this growing industry segment requires careful planning and adequate resources. *Cultural Heritage Tourism: 5 Steps for Revitalization and Sustainable Growth* provides detailed instruction through a proven five-step process to help planners, managers and community leaders attract visitors and their spending to your cultural heritage site, attraction, event or destination. Learn how to assess, plan for, develop, market, fund, manage, and measure cultural heritage for growth and sustainability. Refer to the best practices and case studies from across the country as examples for replication and reference. Use the sample documents and resource lists to jumpstart your cultural heritage tourism program, and monitor and measure the efforts. This book walks you through every step, from inception to evaluation.

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