

Edited by Linde Egberts and Maria D. Alvarez

Heritage and Tourism

Places, Imageries and the Digital Age

Heritage and tourism mutually reinforce each other, with the presentation of heritage at physical sites mirrored by the ways heritage is presented on the internet. This interdisciplinary book uses humanities and social sciences to analyse the ways that heritage is branded and commodified, how stakeholders organise place brands, and how digital strategies shape how visitors appreciate heritage sites. The book presents covers a wide geographic diversity, offering the reader the chance to find cross-cutting themes and area-specific features of the field.



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