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Sommario/riassunto	This book offers new approaches and insights into the relationships between heritage tourism and notions of modernity, identity building and sustainable development in China. It demonstrates that the role of the state, politics, institutional arrangements and tradition have a considerable impact on perceptions of these notions. The volume contributes to current debates on tradition and modernity; the study of heritage tourism; the negotiated power between stakeholders in tourism planning and policy-making and the study of China's society. The approach and findings of the book are of value to those interested in the continuities and changes in Chinese society and to graduate students and researchers in tourism, cultural studies and China studies.