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Sommario/riassunto	Cultural attractions play an important role in tourism at all levels, and attract huge numbers of tourists interested in heritage and the arts. Cultural Heritage Tourism has positive economic and social impacts but can also have negative impacts on communities and regions. This book draws together and links ideas of tourism from sustainable marketing perspectives and embeds it within a heritage management setting. Through a discussion and analysis of existing literature and practices this book aims to propose a marketing strategy framework grounded in sustainable principles that can be used

