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Sommario/riassunto	On the Mediterranean island of Cyprus, rural villages, traditional artefacts, even atmospheres and experiences are considered heritage. Heritage making not only protects, but also produces, things, people, and places. Since the Republic of Cyprus joined the European Union in 2004, heritage making and Europeanization are increasingly intertwined in Greek-Cypriot society. Against the backdrop of a long-term ethnographic engagement, the author argues that heritage emerges as an increasingly standardized economic resource, a "European product." Implemented in historic preservation, rural tourism, culinary traditions, nature protection, and urban restoration

projects, heritage policy has become infused with transnational market regulations and neoliberal property regimes.

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