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tourism can help preserve cultural heritage sites: Constructing optimal entrance fee schemes to collect visitors' WTP for the World Heritage Site My Son in Vietnam

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Sommario/riassunto

Tourism is one of the world's largest industries and one of its fastest growing economic sectors helping to generate income and employment for local people. At the same time, it has many negative outsourced effects on the environment and local culture. Achieving a more sustainable pattern of tourism development is high on the global agenda aiming to meet human needs while preserving the environment now and for the future. The Economics of Sustainable Tourism aims to critically explore how tourism economic development can move closer to a sustainable ideal from a firm economi
