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Nota di contenuto	Introduction -- Basic Information on Cultural and Heritage Resources and Their Utilization in Sichuan -- Issues in the Utilization of Cultural and Heritage Resources in Sichuan -- Reasons for the Effective Transformation and Utilization of Cultural and Heritage Resources in Sichuan -- Basis for Research on the Transformation and Utilization of Cultural and Heritage Resources -- Value Analysis of the Transformation and Utilization of Cultural and Heritage Resources -- Mechanisms of Value Transformation and Utilization of Cultural and Heritage Resources -- Development and Utilization of Cultural and Heritage Resources and the Development Planning Model of Cultural Industries in Sichuan -- Suggestions for the Development and Utilization of Cultural and Heritage Resources and the Development of Cultural Industries in Sichuan -- Conclusion and Future Research.

This book offers fresh critical insights to the field of cultural and museum resources, aiming to explore its transformation and utilization from the cultural value theory. This book for the first time examines the current situation of cultural and museum resources in Sichuan province and proposes that museum cultural creative industries are a new development trend. The content is divided into four sections but interrelated sections to highlight the importance and rationalities of the utilization of cultural and museum resources in Sichuan province. It begins with an exploration of the current situation of cultural and museum resources. This is followed by a section that illustrates the existing issues in the process of its utilization. Lastly, it reveals the influencing factors, experiences, and value of utilization of cultural and museum resources. This book is extremely useful to readers in museums, cultural heritage, and cultural policies studies, cultural industries not just it offers substantive content on museum knowledge, but also because it offers conceptual tools for studying Chinese museum cultural creative industries from a different perspective and re-discusses the relationship between utilization (commercial value) and protection (archaeological value) of museums, and provides some suggestions for policymakers and museum managers. .

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