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Museums of Language and the Display of Intangible Cultural Heritage - Margaret J.-M. Sönmez 2019-12-20
Museums of Language and the Display of Intangible Cultural Heritage presents essays by practitioners based in language museums around the world. Describing their history, mission, and modes of display, contributors demonstrate the important role intangible heritage can and should play in the museum. Arguing that languages are among our most precious forms of cultural heritage, the book also demonstrates that they are at risk of neglect, and of endangerment from globalisation and linguistic imperialism. Including case studies from across Europe, North America, Africa, and Asia, this book documents the vital work being done by museums to help preserve languages and make them objects of broad public interest. Divided into three sections, contributions to the book focus on one of three types of museums: museums of individual languages, museums of language groups – both geographic and structural – and museums of writing. The volume presents practical information alongside theoretical discussions and state-of-the-art commentaries concerning the representation of languages and their cultural nature. Museums of Language and the Display of Intangible Cultural Heritage is the first volume to address the subject of language museums and, as such, should be of interest to academics, researchers, and postgraduate students in the fields of museum and cultural heritage studies, applied linguistics, anthropology, tourism, and public education.

Cultural Heritage Politics in China - Tami Blumenfield 2013-05-14
This volume explores China's cultural heritage ideology and policies from three interrelated perspectives: the State and World Heritage tourism; cultural heritage tourism at undesignated sites, and the cultural politics of museums and collections. Something of a cultural heritage designation craze is happening in China. This is new within even the last five to ten years. Officials at many levels now see heritage preservation as a means for commoditizing their regions. They are devoting new resources and attention to national and international heritage designations. Thus, addressing cultural heritage politics in a nation dedicated to designation is an important project, particularly in the context of a rapidly growing economy. This volume is also important because it addresses a very wide range of cultural heritage, providing an excellent sample of case studies: historic vernacular urban environments, ethnic tourism, scenic tourism, pilgrimage as tourism, tourism and economic development, museums, border heritage, underwater remains, and the actual governance and management of the sites. This volume is an outstanding introduction to cultural heritage issues in China while contributing to Chinese studies for those with greater knowledge of the area.

The Routledge Handbook of English Language and Digital Humanities - Svenja Adolphs 2020-04-30
The Routledge Handbook of English Language and Digital Humanities serves as a reference point for key developments related to the ways in which the digital turn has shaped the study of the English language and of how the resulting methodological approaches have permeated other disciplines. It draws on modern linguistics and discourse analysis for its analytical methods and applies these approaches to the exploration and theorisation of issues within the humanities. Divided into three sections, this handbook covers: sources and corpora; analytical approaches; English language at the interface with other areas of research in the digital humanities. In covering these areas, more traditional approaches and methodologies in the humanities are recast and research challenges are re-framed through the lens of the digital. The essays in this volume highlight the opportunities for new questions to be asked and long-standing questions to be reconsidered when drawing on the digital in humanities research. This is a ground-breaking collection of essays

offering incisive and essential reading for anyone with an interest in the English language and digital humanities.

Cultural Heritage in the Arabian Peninsula - Karen Exell 2016-04-22
Heritage projects in the Arabian Peninsula are developing rapidly. Museums and heritage sites are symbols of shifting national identities, and a way of placing the Arabian Peninsula states on the international map. Global, i.e. Western, heritage standards and practices have been utilised for the rapid injection of heritage expertise in museum development and site management and for international recognition. The use of Western heritage models in the Arabian Peninsula inspires two key areas for research which this book examines: the obscuring of indigenous concepts and practices of heritage and expressions of cultural identity; and the tensions between local/community concepts of heritage and identity and the new national identities being constructed through museums and heritage sites at a state level.

Cultural Heritage and Tourism - Dallen J. Timothy 2011
"One of the most salient forms of modern-day tourism is based on the heritage of humankind. The majority of all global travel entails some element of the cultural past, as hundreds of millions of people visit cultural attractions, heritage festivals, and historic places each year. The book delves into this vast form of tourism by providing a comprehensive examination of its issues, current debates, concepts and practices. It looks at the social, physical and economic impacts, which cause destinations, site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable, accurate, accessible and politically relevant. In the process, however, the depth of heritage politics, the authenticity and inauthenticity of place and experience, and the urgent need to protect living and built cultures are exposed. The book explores these and many other current issues surrounding the management of cultural resources for tourism. In order to help students relate concepts to real-world situations it combines theory and practice, is student learning oriented, is written accessibly for all readers and is empirically rich."--Pub. website.

Cultural heritage in the realm of the commons - Stelios Lekakis 2020-10-05
Cultural heritage was invented in the realm of nation-states, and from an early point it was considered a public asset, stewarded to narrate the historic deeds of the ancestors, on behalf of their descendants. Nowadays, as the neoliberal narrative would have it, it is for the benefit of these tax-paying citizens that privatisation logic on heritage sector have been increasing over recent decades, to cover their needs in the name of social responsibility and other truncated views of the welfare state. This volume examines whether we can place cultural heritage at the other end of the spectrum, as a common good and potentially as a commons. It does so by looking at Greece as a case study, lately a battlefield of harsh and experimental austerity measures but also of inspiring grass-roots mobilisation and scholarship, currently blossoming to defend the right of communities to enjoy, collaboratively manage and co-create goods by the people, for the people. Since cultural heritage - and culture in general- is hastily bundled up with other goods and services in various arguments for and against their public character, this volume invites several experts to discuss their views on their field of expertise and reflect on the overarching theme: Can cultural heritage be considered a commons? If so, what are the advantages and pitfalls concerning theory, practice and management of heritage? What can we learn from other public resources with a longer history in commons-based or market-oriented interpretation and governance? Can a commons approach allow us to imagine and start working towards a

better, more inclusive and meaningful future for heritage?

The Making of a Cultural Landscape - Mr Jason Wood 2013-11-28
For centuries, the English Lake District has been renowned as an important cultural, sacred and literary landscape. It is therefore surprising that there has so far been no in-depth critical examination of the Lake District from a tourism and heritage perspective. Bringing together leading writers from a wide range of disciplines, this book explores the tourism history and heritage of the Lake District and its construction as a cultural landscape from the mid eighteenth century to the present day. It critically analyses the relationships between history, heritage, landscape, culture and policy that underlie the activities of the National Park, Cumbria Tourism and the proposals to recognise the Lake District as a UNESCO World Heritage Site. It examines all aspects of the Lake District's history and identity, brings the story up to date and looks at current issues in conservation, policy and tourism marketing. In doing so, it not only provides a unique and valuable analysis of this region, but offers insights into the history of cultural and heritage tourism in Britain and beyond.

Finding Your Ethnic-American Roots/English - Robert D. Reed 1993-03-01

Historical and Philosophical Issues in the Conservation of Cultural Heritage - Nicholas Price 2016-09-23
This volume is the first comprehensive collection of texts on the conservation of art and architecture to be published in the English language. Designed for students of art history as well as conservation, the book consists of forty-six texts, some never before translated into English and many originally published only in obscure or foreign journals. The thirty major art historians and scholars represented raise questions such as when to restore, what to preserve, and how to maintain aesthetic character. Excerpts have been selected from the following books and essays: John Ruskin, The Seven Lamps of Architecture; Bernard Berenson, Aesthetics and History in the Visual Arts; Clive Bell, The Aesthetic Hypothesis; Cesare Brandi, Theory of Restoration; Kenneth Clark, Looking at Pictures; Erwin Panofsky, The History of Art as a Humanistic Discipline; E. H. Gombrich, Art and Illusion; Marie Cl. Berducou, The Conservation of Archaeology; and Paul Philippot, Restoration from the Perspective of the Social Sciences. The fully illustrated book also contains an annotated bibliography and an index.

Banking English Tests 2 - Fevzi Karsili 2015-10-04
1000 banking English tests with free dynamic online class. Some topics are: Optimal hedging 43. Advertising philosophy44. Quebec tourism45. Worst investments46. Penny stock47. Stale inventory48. 2007 market decline49. Lost horizons50. Platinum blonde51. Odd auction52. Taking delivery53. Listed for destruction54. The best valuator55. Science and marketing (1)56. Science and marketing (2)57. Science and marketing (3)58. Group influences on the consumer59. Fixed annuities60. The street goes nuts61. Unethical investment62. Phone rules63. Compensation64. Last increment bidding65. Statistical modeling for decision-making66. A very brief history of management theories67. Contemporary theories in management68. The entrepreneurial life cycle (1)70. The 'Book'71. A Rounding Bottom72. Largest Vendor73. Currency Trading74. Price Fixing77. Asset Allocation78. Asset Backed Securities

The Language of Art and Cultural Heritage - Ana Pano Alamán 2020-03-04
Communicating art and cultural heritage has become a crucial and challenging task, since these sectors, together with tourism heritage, represent a key economic resource worldwide. In order to activate this economic and social potential, art and cultural heritage need to be disseminated through effective communicative strategies. Adopting a wide variety of digital humanities approaches and a plurilingual perspective, the essays gathered in this book provide an extensive and up-to-date overview of digital linguistic resources and research methods that will contribute to the design and implementation of such strategies. Cultural and artistic content curators, specialised translators in the fields of art, architecture, tourism and web documentaries, researchers in art history and tourism communication, and cultural heritage management professionals, among others, will find this book extremely useful due to its provision of some concrete applications of innovative methods and tools for the study and dissemination of art and heritage knowledge.

Digital Heritage - Lindsay W. MacDonald 2006
Rapid advances in the fields of digital photography and digital image processing have provided an array of new methods of extracting information from historical buildings and artefacts. Until now, the

techniques, and how and when to use them have remained a mystery to many conservators and museum professionals. Digital Heritage explains these techniques, and how to get the best results from them in a variety of applications. Focusing on historic buildings, digitisation of documents, paintings and objects in museums and galleries, the book brings together international experts in the fields of conservation and digital imaging to demonstrate how these two disciplines can work together to achieve excellent results. * Learn how to apply the latest digital techniques to your work * Understand state-of-the-art digital photography & imaging for conservation * With case studies to demonstrate different approaches for different items

Art and Cultural Heritage - Barbara T. Hoffman 2006
This volume contains relevant and pressing issues in the law, policy, and the practice of art and cultural heritage protection.

Who Needs Experts? - Dr John Schofield 2014-01-02
Taking the significant Faro Convention on the Value of Cultural Heritage for Society (Council of Europe 2005) as it's starting point, this book presents pragmatic views on the rise of the local and the everyday within cultural heritage discourse and it examines ways in which authorised or 'expert' views of heritage can be challenged. It concludes that local agenda and everyday places matter, and examines how a realignment of heritage practice to accommodate such things could usefully contribute to more inclusive and socially relevant cultural agenda.

Meeting the Standards in Secondary English - Michael Fleming 2003-09-02
Meeting the Standards in Secondary English provides detailed subject knowledge, including the detailed pedagogical knowledge needed to teach English in secondary schools, support activities for work in schools and self-study and information on professional development for secondary schools. This practical, comprehensive and accessible book should prove invaluable for students on secondary initial teacher training courses, PGCE students, lecturers on English programmes and newly qualified secondary teachers.

Heritage Keywords - Kathryn Lafrenz Samuels 2015-09-01
Situated at the intersection of scholarship and practice, Heritage Keywords positions cultural heritage as a transformative tool for social change. This volume unlocks the persuasive power of cultural heritage—as it shapes experiences of change and crafts present and future possibilities from historic conditions—by offering new ways forward for cultivating positive change and social justice in contemporary social debates and struggles. It draws inspiration from deliberative democratic practice, with its focus on rhetoric and redescription, to complement participatory turns in recent heritage work. Through attention to the rhetorical edge of cultural heritage, contributors to this volume offer innovative reworkings of critical heritage categories. Each of the fifteen chapters examines a key term from the field of heritage practice—authenticity, civil society, cultural diversity, cultural property, democratization, difficult heritage, discourse, equity, intangible heritage, memory, natural heritage, place, risk, rights, and sustainability—to showcase the creative potential of cultural heritage as it becomes mobilized within a wide array of social, political, economic, and moral contexts. This highly readable collection will be of interest to students, scholars, and professionals in heritage studies, cultural resource management, public archaeology, historic preservation, and related cultural policy fields. Contributors include Jeffrey Adams, Sigrid Van der Auwera, Melissa F. Baird, Alexander Bauer, Malcolm A. Cooper, Anna Karlström, Paul J. Lane, Alicia Ebbitt McGill, Gabriel Moshenska, Regis Pecos, Robert Preucel, Trinidad Rico, Cecelia Rodéhn, Joshua Samuels, Kathryn Lafrenz Samuels, and Klaus Zehbe.

Cultural Heritage and the Challenge of Sustainability - Diane Barthel-Bouchier 2016-06-16
For cultural and heritage institutions around the world, sustainability is the major challenge of the twenty-first century. In the first major work to analyze this critical issue, Barthel-Bouchier argues that programmatic commitments to sustainability arose both from direct environmental threats to tangible and intangible heritage, and from social and economic contradictions as heritage developed into a truly global organizational field. Drawing on extensive fieldwork and interviews over many years, as well as detailed coverage of primary documents and secondary literature, she examines key international organizations including UNESCO, ICOMOS, and the World Monuments Fund, and national trust organizations of Great Britain, the United States, and Australia, and many others. This wide-ranging study establishes a foundation for critical analysis and programmatic advances as heritage professionals encounter

the growing challenge of sustainability.

Handbook of Research on Technologies and Cultural Heritage: Applications and Environments - Styliaras, Georgios 2010-11-30
Handbook of Research on Technologies and Cultural Heritage: Applications and Environments covers the many important uses information communication technology in enhancing the experience at cultural environments. From museums, to archaeological sites, to festivals and artistic events to even government institutions and public buildings, information communication technology is revolutionizing the way the public participates at and with these cultural sites, and this reference source provides both a thorough exploration of this revolution and springboard for future discoveries.

The Making of a Cultural Landscape - Jason Wood 2016-03-09
For centuries, the English Lake District has been renowned as an important cultural, sacred and literary landscape. It is therefore surprising that there has so far been no in-depth critical examination of the Lake District from a tourism and heritage perspective. Bringing together leading writers from a wide range of disciplines, this book explores the tourism history and heritage of the Lake District and its construction as a cultural landscape from the mid eighteenth century to the present day. It critically analyses the relationships between history, heritage, landscape, culture and policy that underlie the activities of the National Park, Cumbria Tourism and the proposals to recognise the Lake District as a UNESCO World Heritage Site. It examines all aspects of the Lake District's history and identity, brings the story up to date and looks at current issues in conservation, policy and tourism marketing. In doing so, it not only provides a unique and valuable analysis of this region, but offers insights into the history of cultural and heritage tourism in Britain and beyond.

Conflict and Cultural Heritage - Helen Frowe 2019-10-15
In the third issue of the J. Paul Getty Trust Occasional Papers in Cultural Heritage Policy series, authors Helen Frowe and Derek Matravers pivot from the earlier tone of the series in discussing the appropriate response to attacks on cultural heritage with their paper, "Conflict and Cultural Heritage: A Moral Analysis of the Challenges of Heritage Protection." While Frowe and Matravers acknowledge the importance of cultural heritage, they assert that we must more carefully consider the complex moral dimensions—the inevitable serious consequences to human beings—before formulating policy to forcefully protect it. A number of writers and thinkers working on the problem of preserving the world's most treasured monuments, sites, and objects today cite what Frowe and Matravers call extrinsic and intrinsic justifications for the protection of cultural heritage. These are arguments that maintain that protecting heritage will be a key means to achieve other important goals, like the prevention of genocide, or arguments that heritage deserves to be forcefully protected for its own sake. Frowe and Matravers deconstruct both types of justifications, demonstrating a lack of clear evidence for a causal relationship between the destruction of cultural heritage and atrocities like genocide and arguing that the defense of heritage must not be treated with the same weight or urgency, or according to the same international policies, as the defense of human lives. By calling for expanded theory and empirical data and the consideration of morality in the crafting of international policy vis-à-vis cultural heritage protection, Frowe and Matravers present a thoughtful critique that enriches this important series and adds to the ongoing dialogue in the field.
The Rise of English - Rosemary Salomone 2022
The English divide -- Multilingual Europe. Myth or reality? -- A high-stakes movement -- Shakespeare in the crossfire -- Headwinds from the North -- Shadows of colonialism. The "new scramble" for Africa -- Adieu to French -- Redress and transformation -- Confronting the Raj -- Defying the monolingual mindset. Defining the deficit -- Reframing the narrative -- A revolution in the making -- Marketing language -- Looking back, moving forward.
English for cultural tourism management and interpretation - Raffaella Picello 2017-09-01

The Past is a Foreign Country - David Lowenthal 1985-11-14
Discusses nostalgia, history, and preservation, explains how the past influences the future, and analyzes modern feelings toward the past
Microclimate for Cultural Heritage - D. Camuffo 2013-10-04
Microclimate for Cultural Heritage: Conservation and Restoration of Indoor and Outdoor Monuments, Second Edition, is a cutting-edge, theoretical, and practical handbook concerning microclimate, environmental factors, and conservation of cultural heritage. Although the focus is on cultural heritage objects, most of the theory and

instrumental methodologies are common to other fields of application, such as atmospheric and environmental sciences. Microclimate for Cultural Heritage, Second Edition, is a useful treatise on microphysics and a practical handbook for conservators and specialists in physics, chemistry, architecture, engineering, geology, and biology who work in the multidisciplinary field of the environment, and, in particular, in the conservation of works of art. Part I, devoted to applied theory, is a concise treatise on microphysics, which includes a survey on the basic ideas of environmental diagnosis and conservation. The second part of the book focuses on practical utilization, and shows in detail how field surveys should be performed, with many suggestions and examples, as well as some common errors to avoid. Presents updated scientific and technological findings based on the novel European standards on microclimate and cultural heritage Includes the latest information on experimental research on environmental factors and their impact on materials, such as the behavior of water and its interactions with cultural heritage materials Contains case studies of outdoor and indoor microclimate conditions and their effects, providing ideas for readers facing similar problems caused by heat, water, radiation, pollution, or air motions Covers instruments and methods for practical applications to help readers understand, to observe and interpret observations, and avoid errors
Introduction to Vocabularies - Elisa Lanzi 1999-02-11
Digital networking will make our global cultural heritage accessible to a widespread audience. To reach this audience, it is essential to create and employ terminology that brings consistency to the language used in information retrieval contexts. Introduction to Vocabularies highlights the crucial role that controlled vocabularies play in the description, cataloging, or documentation of cultural heritage information. The book stresses the importance of standards and the role of authority work in creating and managing vocabularies that would ensure integrated access. The book concludes with descriptions of three vocabulary databases developed by the Getty Information Institute. The Introduction to series acquaints professionals and students with the complex issues and technologies in the production, management, and dissemination of cultural heritage information resources.
Cultural Heritage and Tourism Development - World Tourism Organization 2001
Cultural heritage attractions are, by their very nature, unique and fragile. It is therefore important that tourism authorities study how best to develop such sites, whilst at the same time preserving them for the long-term. The aim of this conference was to provide a forum for countries from all over the world to present case studies on successful policies, guidelines and strategies that would help the Asia-Pacific region take advantage of its cultural heritage in developing its tourism industry.
Free Access to the Past - 2010-02-16
Ranging across different countries and cultural domains (museums, opera, literature, history-writing), this collection explores the romantic-historicist complexities at the root of the modern nation-state: how the past became both colourfully exotic and a matter of national identification and public interest.
Science and Technology for the Conservation of Cultural Heritage - Miguel Angel Rogerio-Candelera 2013-10-01
From 2nd to 5th October 2012 an International Congress on Science and Technology for the conservation of Cultural Heritage was held in Santiago de Compostela, Spain, organized by the Universidade of Santiago de Compostela on behalf of TechnoHeritage Network. The congress was attended by some 160 participants from 10 countries, which presented a total of 145 contributions among plenary lectures, oral, and poster communications. The congress was dedicated to eight topics, namely (1) Environmental assessment and monitoring (pollution, climate change, natural events, etc.) of Cultural Heritage; (2) Agents and mechanisms of deterioration of Cultural Heritage (physical, chemical, biological), including deterioration of modern materials used in Contemporary Art and information storage; (3) Development of new instruments, non invasive technologies and innovative solutions for analysis, protection and conservation of Cultural Heritage; (4) New products and materials for conservation and maintenance of Cultural Heritage; (5) Preservation of industrial and rural heritage from the 19th and 20th centuries; (6) Security technologies, Remote sensing and Geographical Information Systems for protection and management of Cultural Heritage; (7) Significance and social value of Cultural Heritage; and (8) Policies for conservation of Cultural Heritage. This volume publishes a total of ninety-three contributions which reflect some of the most recent responses to the challenge of cultural assets conservation.

Language in Louisiana - Nathalie Dajko 2019
A comprehensive engagement with the past and present linguistic landscape of the Pelican State

Cultural Heritage Ethics - Constantine Sandis 2014-10-13
Theory without practice is empty, practice without theory is blind, to adapt a phrase from Immanuel Kant. The sentiment could not be truer of cultural heritage ethics. This intra-disciplinary book bridges the gap between theory and practice by bringing together a stellar cast of academics, activists, consultants, journalists, lawyers, and museum practitioners, each contributing their own expertise to the wider debate of what cultural heritage means in the twenty-first century. Cultural Heritage Ethics provides cutting-edge arguments built on case studies of cultural heritage and its management in a range of geographical and cultural contexts. Moreover, the volume feels the pulse of the debate on heritage ethics by discussing timely issues such as access, acquisition, archaeological practice, curatorship, education, ethnology, historiography, integrity, legislation, memory, museum management, ownership, preservation, protection, public trust, restitution, human rights, stewardship, and tourism. This volume is neither a textbook nor a manifesto for any particular approach to heritage ethics, but a snapshot of different positions and approaches that will inspire both thought and action. Cultural Heritage Ethics provides invaluable reading for students and teachers of philosophy of archaeology, history and moral philosophy – and for anyone interested in the theory and practice of cultural preservation.

English for cultural heritage - Frederika Gebhardt 2003

Understanding heritage - Raffaella Picello 2016

Potsdam, Sanssouci - Richard Mader 2007

Edible Identities: Food as Cultural Heritage - Ronda L. Brulotte 2016-04-29
Food - its cultivation, preparation and communal consumption - has long been considered a form of cultural heritage. A dynamic, living product, food creates social bonds as it simultaneously marks off and maintains cultural difference. In bringing together anthropologists, historians and other scholars of food and heritage, this volume closely examines the ways in which the cultivation, preparation, and consumption of food is used to create identity claims of 'cultural heritage' on local, regional, national and international scales. Contributors explore a range of themes, including how food is used to mark insiders and outsiders within an ethnic group; how the same food's meanings change within a particular society based on class, gender or taste; and how traditions are 'invented' for the revitalization of a community during periods of cultural pressure. Featuring case studies from Europe, Asia and the Americas, this timely volume also addresses the complex processes of classifying, designating, and valorizing food as 'terroir,' 'slow food,' or as intangible cultural heritage through UNESCO. By effectively analyzing food and foodways through the perspectives of critical heritage studies, this collection productively brings two overlapping but frequently separate theoretical frameworks into conversation.

The Routledge Handbook of English Language and Digital Humanities - Svenja Adolphs 2020-04-16
The Routledge Handbook of English Language and Digital Humanities serves as a reference point for key developments related to the ways in which the digital turn has shaped the study of the English language and of how the resulting methodological approaches have permeated other disciplines. It draws on modern linguistics and discourse analysis for its analytical methods and applies these approaches to the exploration and theorisation of issues within the humanities. Divided into three sections, this handbook covers: sources and corpora; analytical approaches; English language at the interface with other areas of research in the digital humanities. In covering these areas, more traditional approaches and methodologies in the humanities are recast and research challenges are re-framed through the lens of the digital. The essays in this volume highlight the opportunities for new questions to be asked and long-standing questions to be reconsidered when drawing on the digital in humanities research. This is a ground-breaking collection of essays offering incisive and essential reading for anyone with an interest in the English language and digital humanities.

Conservation of Cultural Heritage - Hanna M. Szczepanowska 2013
Conservation of Cultural Heritage covers the methods and practices needed for future museum professionals who will be working in various capacities with museum collections and artifacts. It also assists current professionals in understanding the complex decision making processes that faces conservators on a daily basis. Covering a broad range of topics that are key to sound conservation in the museum, this volume is an important tool for students and professional alike in ensuring that best practice is followed in the preservation of important collections.

Sustainable Marketing of Cultural and Heritage Tourism - Deepak Chhabra 2010-04-19
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 to sustain and preserve the authenticity of cultural heritage for future generations, whilst appealing to the suppliers, the regulators, and the consumers. The book first explains the dynamics of cultural heritage with its authenticity underpinnings, marketing, and tourism, and proposes a strategic praxis drawn from core sustainable principles. This is followed by a pragmatic examination of the proposed framework from the shaper's (provider's) perspective. The material presented in this book is not merely an agglomeration of documented secondary research, but the theoretical concepts are grounded in empirical research and interactive discussions with students and the travel and tourism industry. A variety of heritage institutions across the globe are used as starting points to test the applicability of the proposed paradigm: these include museums, historic house museums, heritage hotels/resorts, festivals, and heritage merchandize. This is a timely offering to a growing and vibrant area of research; what is most pertinent is that it is a thorough and fresh take on the topic with primary research included. It will find a place in student materials for a variety of courses and it should be read by practicing academics and researchers.

Questions of English - Robin Peel 2000
Offers a lively and accessible guide through past and present debates about the English curriculum which will appeal to students and practising teachers.

The Idea of Cultural Heritage - Derek Gillman 2010-04-12
This book reviews the competing claims that works of art belong either to a particular people and place, or to humankind.

Calling the Doves - Juan Felipe Herrera 1995
The author recalls his childhood in the mountains and valleys of California with his farmworker parents who inspired him with poetry and song.