
The Equitable Cultural Tourism Handbook

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cultural shifts which are
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natural cultural social and
financial resources for
national development on an
equitable and self
sustaining basis* **TOURISM
MARKETING** To introduce the
role of marketing in the
tourism sector and to

analyze trends in tourism products and their markets
TOURISM PRODUCT DEVELOPMENT
This course is designed to explore how the land and'

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CRITERIA AND INDICATORS**

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Surviving declines in tourism due to political unrest or instability can be accomplished through the diversification of tourism products encouraging investment high quality vocational training and aggressive marketing and promotion As shown in Nairobi Kenya concentrating on leisure tourism or any one tourism segment can be risky' 'Booktopia Cultural

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owners and operators of
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tented camps self catering
resorts cultural villages
and other establishments We
also encourage tourism
associations to distribute
the handbook to their
members The handbook has
been divided into economic
social and environmental
chapters and is'

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year however the
Sustainable and Responsible
Tourism Handbook Volume 4
is specifically targeted at
bringing new perspectives
to the trade including
online booking engines tour
operators travel agents
tourist information offices
industry associations and
destination marketing
organisations''Chapter 12
Aboriginal Tourism ?

Introduction to Tourism
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equitable partnerships
between the tourism
industry and Indigenous
people will include the
sharing of cultural
awareness and skills
development which support

the well being of communities and enable enhancement of individual livelihoods As detailed in Cultural and Heritage Tourism A Handbook for Community Champions their project'

'Build resilient infrastructure promote inclusive and sustainable industrialization and foster innovation By Astrid Kösterke Among the three core aspects in Goal 9 ? infrastructure industrialization and innovation ? resilient and sustainable infrastructure is crucial in the tourism context'

'The Equitable Cultural Tourism Handbook eBook by Dr Alf H

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form of tourism concerned
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of Indians of North America
Rehabilitation Treatment

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