

Experiencing Persian Heritage

Perspectives and Challenges

Bridging Tourism Theory and Practice

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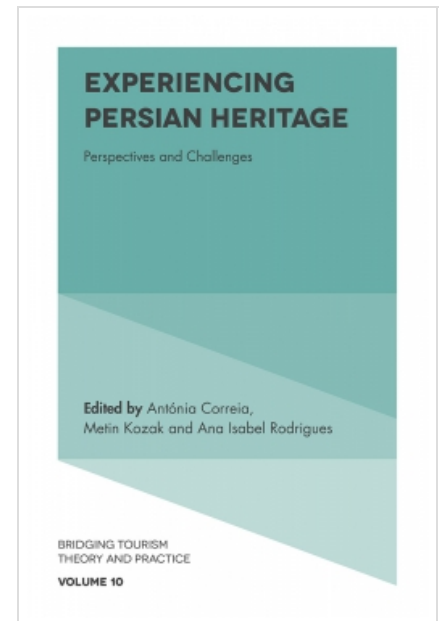
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About the Book

Tourism is seen as a way of promoting a nation's history or heritage. This is especially resonant for countries such as Iran which is home to one of the world's oldest continuous major civilizations, with its historical and urban settlements dating back to 4000 BC. However, the mere existence of historical and cultural resources is not sufficient to develop a country as an international destination.

Building on comparatively limited tourism and hospitality research on Iran as a destination, and being mindful of recent political, cultural, and social transitions there, *Experiencing Persian Heritage: Perspectives and Challenges* is developed as an essential reference for destination development in emerging international destinations similar to Iran--rich in history, culture, heritage, and ethnic and natural diversities. These constitute the unique substances for image formulation, marketing, and competitive and global positioning. The topics advanced in this volume summarize a number of relevant challenges and opportunities for practical applications in hospitality and tourism.

The book will be of interest to national and international tourism authorities, postgraduate students, and faculty members in tourism, marketing, heritage management, history and anthropology.



Format: Hardback

Pagination: 418

Price: £90.00 \$130.00 €105.00

Publication Date: 6th Sep 2019

ISBN: 9781787548138