



# Turismo y patrimonio cultural inmaterial (Spanish Edition)

*Organización Mundial del Turismo, OMT*

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# Turismo y patrimonio cultural inmaterial (Spanish Edition)

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El primer estudio de la OMT sobre el turismo y el patrimonio cultural inmaterial ofrece una extensa investigación de base sobre los nexos entre ambas esferas. La publicación analiza los principales desafíos, riesgos y oportunidades del desarrollo turístico en relación con el patrimonio cultural inmaterial, a la vez que sugiere medidas concretas para la elaboración, la gestión y la comercialización de productos turísticos basados en él. Con un extenso compendio de estudios de casos reales y buenas prácticas procedentes de los cinco continentes, el informe ofrece una valiosa información y un profundo análisis de diversas actuaciones promovidas por las administraciones públicas, de asociaciones público-privadas y de iniciativas surgidas en las propias comunidades. Además, presenta recomendaciones para fomentar el desarrollo de un turismo responsable y sostenible a través de la salvaguarda de los activos culturales inmateriales.

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