

Heritage and Cultural Tourism Management: Case Study

Tourism is the single biggest industry in the world after Food and Beverage (F&B), in terms of the number of employment it generates, the revenues (earnings) from it and the number of people undertaking it. It can be considered as the single largest activity undertaken by the mankind since their evolution. Humans have undertaken travel since time immemorial for various reasons such as, from seasonal migration, food gathering, search of favourable lands, conquering nations, work related, migration, in search of something and finally for leisure. Except for leisure and pleasure activities or experiencing something, all other kinds of travel cannot be considered as Tourism. Tourism nowadays is distinctly considered as the travel undertaken by humans for business, recreational, leisure, pleasure, experience and health etc. purposes for a specific time period. Among all these, the leisure and recreational part has many aspects to it, such as ways of recreation, entertainment factors and place of experience etc. Culture and Heritage are some of the factors for leisure tourism. **Culture and Heritage Tourism** is the types of Tourism undertaken for visiting and experiencing different place, historical monuments and heritage sites. Tourists visit these places for experiencing the culture, living style and history of those places (Haulot, 1981).

1. Assess the purpose of heritage and cultural attractions in meeting the needs of different customers?
2. Evaluate the impact of different types of ownership on the management of heritage and cultural sites?
3. Analyze roles and responsibilities of organizations in the heritage and cultural industry?