



# **Heritage Management in New Zealand and Australia: Visitor Management, Interpretation, and Marketing**

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## **Heritage Management in New Zealand and Australia: Visitor Management, Interpretation, and Marketing**

Heritage management has become an important issue in New Zealand and Australia, through a desire to preserve indigenous and European heritage, and also anxiety about inappropriate commercialization of heritage. This book discusses contemporary issues in heritage management, visitor management, and interpretation through review chapters and case studies. Written by authorities in the field, this book will undoubtedly become essential reading for all those interested in providing a balanced approach to heritage management.

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