
Contents

<i>List of contributors</i>	viii
<i>Preface</i>	xxiv
<i>Acknowledgements</i>	xxxiii

PART I PUBLIC INTERVENTION AND POLICY ANALYSIS

1 Public intervention for cultural heritage: normative issues and tools	3
<i>Françoise Benhamou</i>	
2 Cultural heritage: public decision-making and implementation	17
<i>Manfred J. Holler and Isidoro Mazza</i>	
3 Cultural heritage policies: a comparative perspective	37
<i>Arjo Klamer, Anna Mignosa and Lyudmila Petrova</i>	

PART II PRIVATE ACTORS

4 Demand for cultural heritage	89
<i>Victoria Ateca Amestoy</i>	
5 The role of the private sector in cultural heritage	111
<i>Bruce A. Seaman</i>	
6 Tax incentives for cultural heritage conservation	129
<i>Federico Revelli</i>	

PART III THE INTERNATIONAL DIMENSION

7 Issues in the international market for cultural heritage	151
<i>Victor Ginsburgh and François Mairesse</i>	
8 World Heritage List	171
<i>Bruno S. Frey and Lasse Steiner</i>	
9 Current challenges in cultural statistics: a focus on heritage	187
<i>Lydia Deloumeaux</i>	

PART IV MANAGEMENT: STRATEGIES AND TOOLS

10 Management challenges of cultural heritage organizations	209
<i>Xavier Castañer</i>	

vi	<i>Handbook on the economics of cultural heritage</i>	
11	The marketing of heritage venues or destinations <i>François Colbert</i>	231
PART V TECHNOLOGIES: ISSUES AND OPPORTUNITIES		
12	Digital cultural heritage <i>Trilce Navarrete</i>	251
13	Technologies for cultural heritage <i>Paolo Paolini, Dana Mitroff Silvers and Nancy Proctor</i>	272
14	The immeasurable economics of libraries <i>Jean-Michel Salaün</i>	290
PART VI CONSERVATION OF BUILT HERITAGE		
15	Choices in architectural conservation <i>John H. Stubbs</i>	309
16	Conservation and sustainable development of archaeological sites <i>Martha Demas and Neville Agnew</i>	326
17	Market effects of historic preservation <i>Douglas S. Noonan</i>	344
PART VII CULTURAL HERITAGE AND THE ECONOMY		
18	Heritage and local development: a reluctant relationship <i>Gregory J. Ashworth</i>	367
19	Heritage tourism <i>Lluís Bonet</i>	386
20	Why and how intangible cultural heritage should be safeguarded <i>Francesca Cominelli and Xavier Greffe</i>	402
PART VIII VALUES AND EVALUATION		
21	The values of cultural heritage <i>Arjo Klamer</i>	421
22	The economic, social and cultural impact of cultural heritage: methods and examples <i>Jen D. Snowball</i>	438
23	Assessment of value in heritage regulation <i>David Throsby</i>	456

24	Performance of cultural heritage institutions <i>Victor Fernández-Blanco, Luis César Herrero and Juan Prieto-Rodríguez</i>	470
----	---	-----

PART IX CASE STUDIES

25	‘Adam Smith has returned to live in Edinburgh’: a case study <i>Alan Peacock</i>	491
26	Virtual worlds, virtual heritage and immersive reality: the case of the Daming Palace at Xi’an, China <i>Maurizio Forte</i>	499
27	Public spending for conservation in Italy <i>Calogero Guccio and Ilde Rizzo</i>	508
28	The public sector in the preservation of urban heritage sites: lessons from four cities in Latin America <i>Eduardo Rojas</i>	526
29	The Aga Khan multidisciplinary experience in Cairo, Egypt: a different view <i>Hany Attalla, Mohamed Abdel-Kader and Haitham Samir</i>	549
30	Policy for intangible cultural heritage in Japan: how it relates to creativity <i>Kazuko Goto</i>	567
31	Preliminary valuation of a cultural heritage site of global significance: a Delphi contingent valuation study <i>Richard T. Carson, Michael B. Conaway and Ståle Navrud</i>	586
	<i>Index</i>	613