



**Cultural Tourism in a Digital Era: First
International Conference IACuDiT, Athens, 2014
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This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The book was edited in collaboration with the International Association of Cultural and Digital Tourism - IACuDiT - and includes the proceedings of the First International Conference on Cultural and Digital Tourism.

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