

Cultural Heritage Preservation and Tourism

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Abstract: *Cultural heritage, encompassing monuments, traditions, languages, and arts, plays a critical role in shaping societies and their identities. Tourism, an ever-expanding global industry, can both support and endanger cultural heritage. This paper explores the relationship between cultural heritage preservation and tourism, examining how tourism impacts heritage sites, both positively and negatively. Through analysis of case studies, this paper proposes strategies for balancing tourism growth with heritage conservation, ensuring that cultural sites remain preserved for future generations while continuing to contribute economically through tourism.*

Keywords: Cultural heritage