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The 2nd International Conference on

**The Challenges of Sustainable Tourism Development
in the Times of Climate Change**



STTD



DEVELOPING HERITAGE ARCHITECTURE ON TOURISM MARKETING

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Abstract:

Today, architectural heritage tourism has become one of the most popular form of tourism. Countries across the world have welcomed it as an instrument of economic development and advocacy of local culture and heritage.

All cultural attractions have an important role in tourism, and give much of tourists in heritage and architecture objects. Cultural architecture and heritage tourism has positive impacts on economic and social but sometime have negative impacts on communities and regions, too.

Key-words: heritage, architecture, tourism

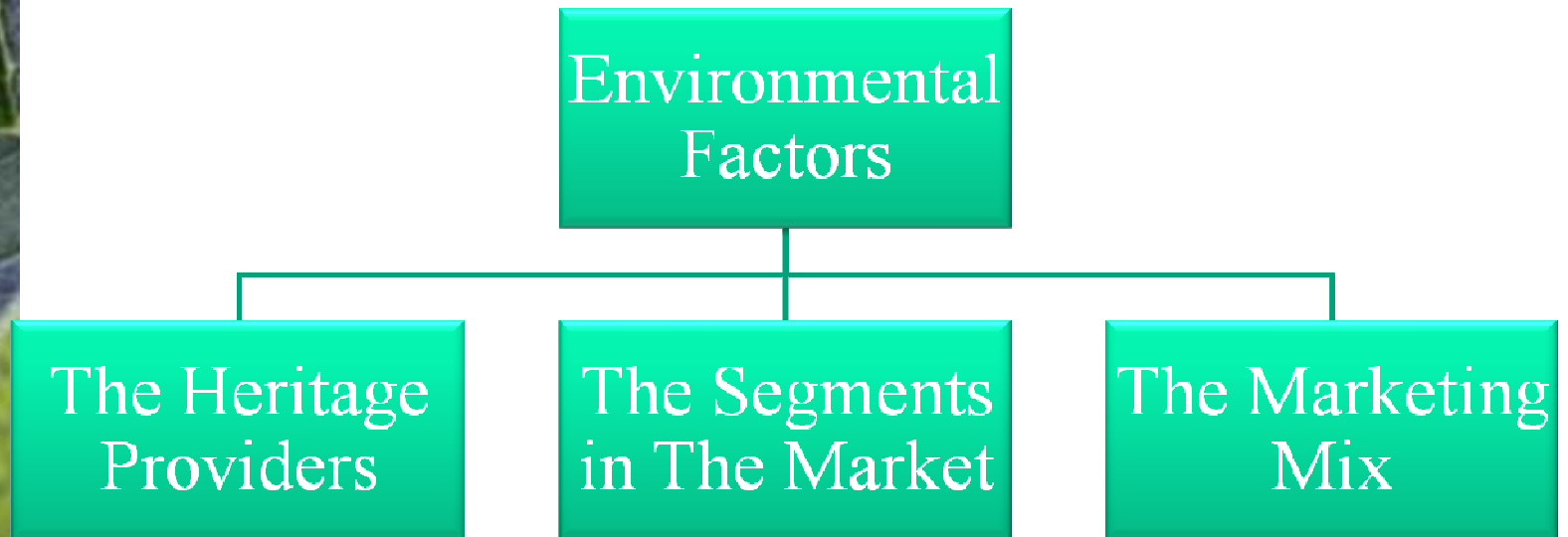


1. Aims and scope of the paper

This paper makes link ideas of tourism from sustainable marketing perspectives and embeds it within a heritage management setting.

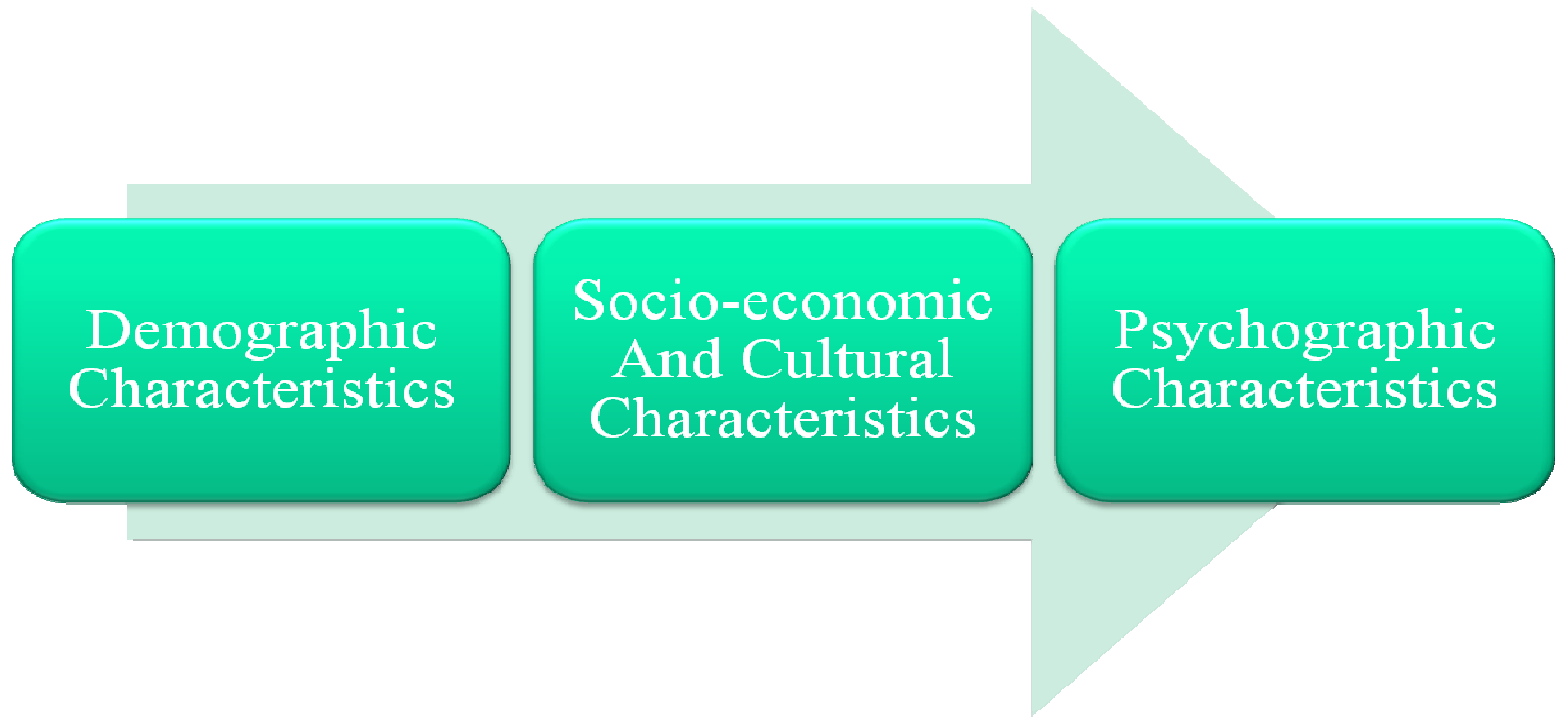


Heritage Marketing Principles



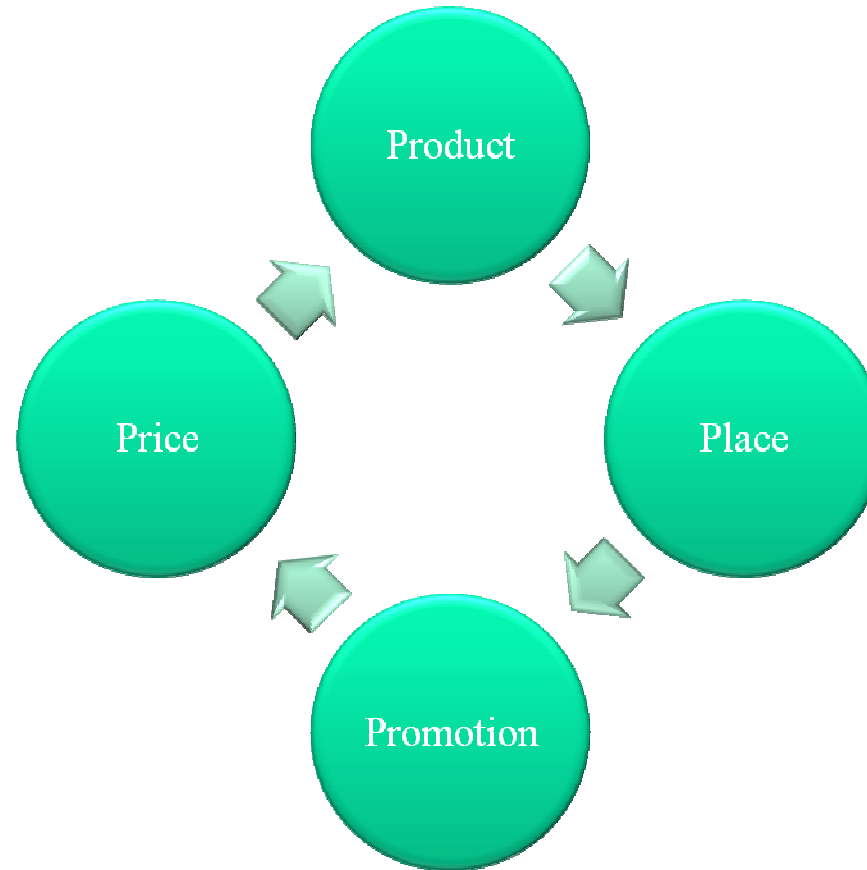


Variable Consumer Market



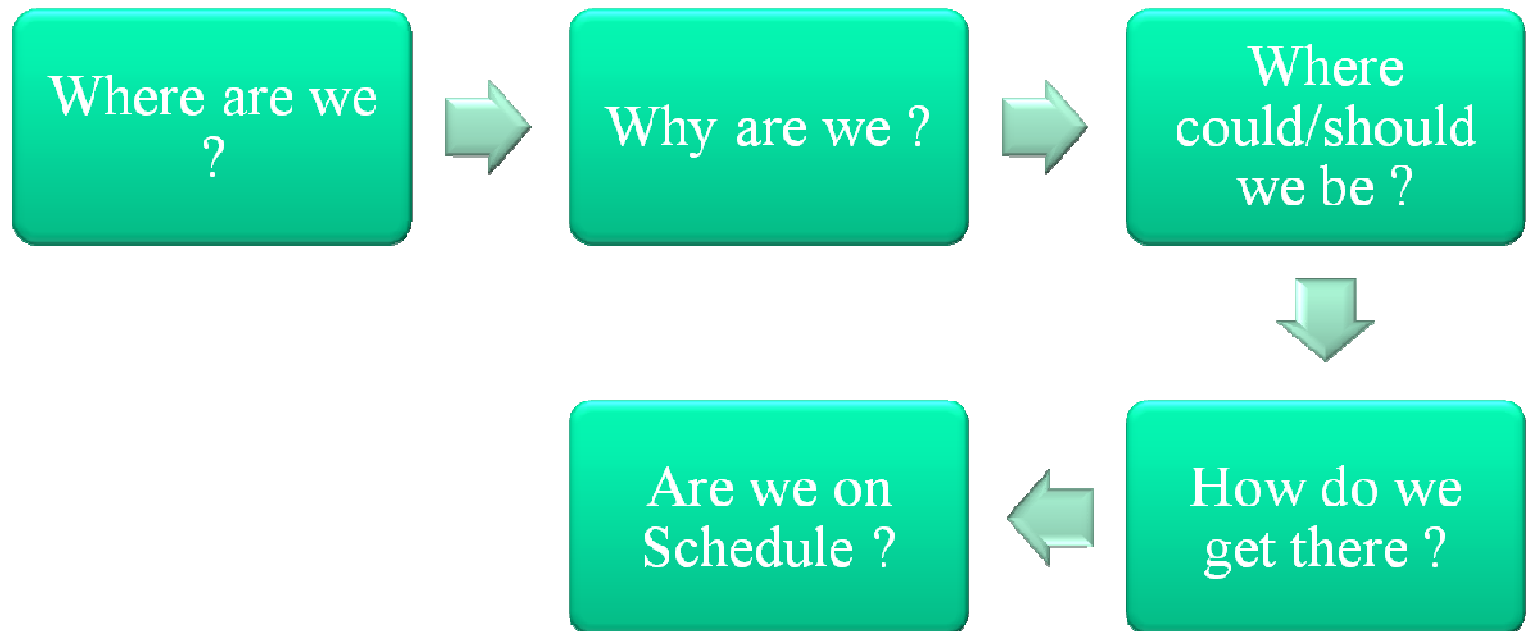


The Main Elements of the Heritage Marketing





3. Methodology of research The Brand Planning





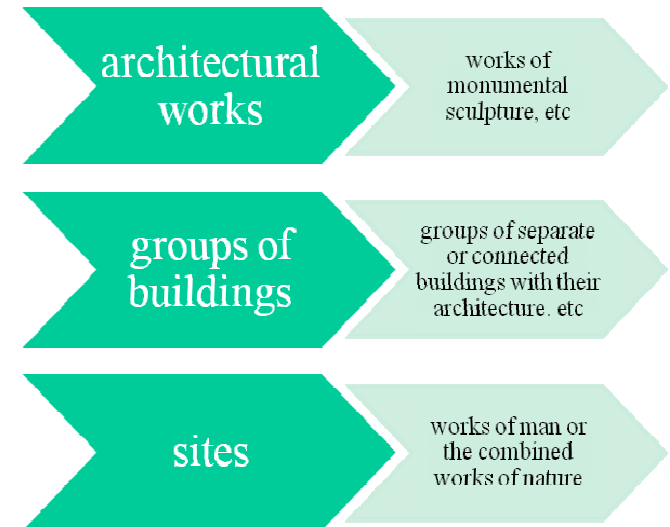
5. Case Studies in Indonesia



Figure - World Heritage Sites in Indonesia. (Indon, 2006)



NO	NAME	YEAR
1	Borobudur Temple Compound	1991
2	Prambanan Temple Compound	1991
3	Sangiran Early Man Site	1996



Source: Ministry of Culture and Tourism, Republic of Indonesia



6. Concluding Remarks

- Anything can become ‘heritage’ as long as someone wishes this to be the case, but beyond this philosophical stance is the fact that values such as trust, authenticity, reliability can create added value or a point of differentiation that might be well worth having in the competitive marketplace
- Organizations have to balance carefully that the ubiquitous use of words such as ‘promise’ and ‘trust’ can lead consumers to become cynical about the products.
- Most aspects of heritage evoke favourable responses amongst the vast majority of consumers
- The relationship between branding and heritage is that a brand can espouse certain values.



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