Preface

The United Nations World Tourism Organization (2020), considering the present uncertain tourism context, states that Cultural Tourism can be a determinant for economic recovery in Tourism, through a double strategy. In the present, to search for more and better data, develop a strong connection with tech and digital economy, ensuring sustainable and resilient tourism and its workforces, implementing participative governance models and practices to attract new audiences, particularly in the national market. To the future, a shift towards more qualitative standards of tourism study, a diversification of tourism products, a boost of community's participation in Tourism, customization of tourism offers and the improvement of cultural tourism entrepreneurship and innovation.

Sustainable Development represents a critical answer to an economic and social model, a critical reply to a maximized and extractives' vision of natural and human resources, combined with the improvements in the productive techniques. But in fact, the expected global improvement did not occur, and even some societies have lowered their quality of life, undermining the importance of social dimensions, namely the cultural aspects. (Swanson & DeVereaux, 2017; Soini, & Dessein, 2016; Hawkes, 2001). In a global context of increasing access to diverse cultures, new questions arise as authenticity, creativity, distinctiveness, and innovation, highlighting the constituents of identity and sense of belonging. We assist to an increasing interest in cultural aspects by tourists, being culture at the centre of all changes, particularly on territories specialized in leisure appropriations (Farrell, B & Twining-Ward, 2004; UNESCO, 2001).

In this sense, is determinant to ensure three main Sustainable Development dimensions: Firstly, Socio-Cultural dimensions, acknowledging the importance of Cultural Tourism, Heritage and Local products in visiting communities, strengthening their sense of identity and belonging. In this process, is essential to promote arts and cultural experimentation, a stronger and more intimate relation between tourists, visitors, consumers and the local population, its culture, and social practices; Secondly, to understand management practices, with the dynamization of the local ecosystem of stakeholders, towards resilient participative governance of touristic territories; Thirdly, to understand long term economic results, particularly towards tourism territories, avoiding massification and other unauthentic leisure experiences developed in the past.

The successful recovery of Tourism as an industry worldwide, as an economic, socio-cultural and environmental driver of sustainable local communities, but also as a social phenomenon of individual evasion, artistic and cultural amusement, at the local, national, and global levels is strictly dependent on the efficient development of new models of leisure. It is fundamental that all tourism actors, namely tourism operators, local and national governments, local associations and residents, generate robust trust among leisure consumers (Fang et al. 2021). In addition, human-induced climate change has emerged

as another challenge for the mid-term and long-term future of leisure industry at the local, national, and global levels (Prideaux, Thompson & Pabel,2020).

With all of these problematic in mind, the editors developed *The Handbook of Research on Cultural Tourism and Sustainability.* Organized in three sections, the Handbook presents 18 chapters incorporating case studies from different geographical regions and realities, thus helping to understand cultural tourism and sustainability issues.

Section 1 focuses on concepts and methodologies for cultural tourism and sustainability presented in eight chapters.

Chapter 1 (Social Innovation and Cultural Tourism: A Review of Co-creation Strategies for Sustainable Tourism) intends to explain and understand how the enhancement of culture for the development of tourism is approached through processes of Social Innovation, as a new form of social action that is capable of transforming the frameworks of action and proposing new formulas for the development of cultural tourist destinations.

Chapter 2 (Cultural Routes as a Tool for Sustainable Tourism and Socio-Economic Development) discusses the importance of cultural routes as a way to connect various attractions and tourist destinations within a country or across many countries, bringing to light the cultural legacy of the area, creating opportunities for the social and economic development.

Chapter 3 (Dialogue of Knowledge for the Consolidation of Territories Through Cultural Tourism) reflects on how the identification of ancestral and local agents' wisdom can promote processes of social appropriation of knowledge, by creating spaces for discussion between academia and local actors, recognizing the socio-cultural diversity of local communities.

Chapter 4 (Innovation for Sustainability in World Heritage Destinations: Opportunities and Challenges of the Idealistic Paradigm) presents the narratives from two cultural World Heritage destinations in Norway to illustrate potentials and challenges of using the idealistic paradigm in experience-based transformations.

Chapter 5 (Conceptual Model of Sustainable Development of Cultural Tourism With a Hybrid Approach) discusses some of the main findings of the studies conducted by other researchers in the field of sustainable development studies of cultural tourism and also presents a conceptual model of sustainable development of cultural tourism and tourist destinations.

Chapter 6 (Monitoring Sustainability Along Cultural Routes: The MED Sustainable Path and Cultural Route Model) describes the theoretical and methodological approach followed to develop the MED Sustainable Path and Cultural Route (MED S&C Path) model as a practical tool to monitor sustainable tourism development along cultural routes.

Chapter 7 (A New Framework for Tourism Sustainability and Its Prototyping in Pilot Areas: Insights From BEST MED Testing Phase) highlights the research-action practices developed under the Phase 4 (testing) of the Interreg BEST MED Project, determinant for the prototype and test of the best practices towards sustainability in the Mediterranean area.

Chapter 8 (Mapping the Cultural Tourism Experience: Role of Senses, Emotions, and Memories in Cultural and Heritage Experience and Gastronomic Experience) focuses on the role of senses, emotions, and memories model (SEMs) to mapping a cultural tourism experience.

Section 2 present four chapters that introduce the stakeholders' analysis in different geographic contexts.

Chapter 9 (Moving Towards Sustainable Cultural Tourism Experiences: A Participatory Journey – The stakeholder Perspective) presents a discussion of the stakeholders' perception of the development of sustainable cultural tourism experiences in a council located in the Algarve, Portugal.

Chapter 10 (Actor Networks and Development of Cultural Tourist Destinations) addresses the relational structure of the networks of actors of three cultural tourist destinations using Social Network Analysis (SNA).

Chapter 11 (The Tourism Value of Terraced Fields Landscapes: The "Bancales" of the Island of La Gomera, Spain) discusses the strategy to develop tourism on the agricultural terraces in the north of the island of La Gomera, part of the territorial identity of the island

Chapter 12 (Answers to the Crisis in the Tourism Sector in a COVID Environment: The Orange Economy Cluster initiative in the State of Boyacá, Colombia) presents the Orange Cluster Initiative for the State of Boyacá, Colombia, focusing on the tourism sector's capability to promote sustainable tourism based on local resources

Section 3 presents six case studies from different countries.

Chapter 13 (Developing Literary Tourism to Support Local Culture and Tourism: The Case of Shkodra) discusses the potential of Shkodra (Albania) for the development of literary tourism and the multiple benefits coming from the literature as part of the cultural heritage and tourist offer in this city.

Chapter 14 (Promoting the Development of Local Communities Through "Touripilgrimage": The Portuguese Inner Way of Santiago de Compostela) discusses the importance of "touripilgrimage" in the Portuguese Way of the Interior of Santiago de Compostela and how the different experiences along the route can help to promote the development of the local communities.

Chapter 15 (Local Perspectives on Cultural Tourism and Cultural Sustainability: The Case of the Cyclades, Greece) explores cultural tourism perceptions, practices, concerns and prospects, among local residents and business representatives in the Cyclades and discusses their implications for local cultural sustainability.

Chapter 16 (Favela Tour Experience: The Impacts in The Host Communities) aims to verify the tangible and intangible impacts of the slum tours in the host communities of Rocinha and Santa Marta (Rio de Janeiro, Brazil).

Chapter 17 (Challenges in Safeguarding Traditional Festivals Facing Tourism Pressure: A Case Study of Macao SAR) discusses the challenges in safeguarding two of Macao's and China's nationally recognized intangible cultural heritage festivals which are facing tourism pressures, the Macao Feast of the Drunken Dragon and the Lion Dance Gala and The Beliefs and Customs of Na Tcha.

Chapter 18 (Recognition of Tangible and Intangible Cultural Heritage for the Sustainability of Tourism: Turkey [Türkiye] Case) describes how sustainability for cultural heritage tourism management can be ensured through recognition of the tangible and intangible cultural heritage, with a focus on the Turkey case.

The book editors believe that readers will be made aware of the importance of cultural tourism, not only through the different conceptual and methodological chapters but also with the different case studies presented, comprising both urban and rural destinations. The knowledge and diversity of examples in analysis will help the creation of new perspectives about the importance of cultural tourism, as well

as the need for involvement and coordination of different stakeholders and local communities in order to create sustainable and innovative cultural tourism offers.

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