Handbook on the Economics of Cultural Heritage

Edited by
Ilde Rizzo
University of Catania, Italy

Anna Mignosa
University of Catania, Italy and Erasmus University Rotterdam, The Netherlands

Edward Elgar
Cheltenham, UK • Northampton, MA, USA
# Contents

<table>
<thead>
<tr>
<th>List of contributors</th>
<th>viii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>xxiv</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>xxxiii</td>
</tr>
</tbody>
</table>

## PART I  PUBLIC INTERVENTION AND POLICY ANALYSIS

1. Public intervention for cultural heritage: normative issues and tools  
   *Françoise Benhamou*  
   Page 3

2. Cultural heritage: public decision-making and implementation  
   *Manfred J. Holler and Isidoro Mazza*  
   Page 17

3. Cultural heritage policies: a comparative perspective  
   *Arjo Klamer, Anna Mignosa and Lyudmila Petrova*  
   Page 37

## PART II  PRIVATE ACTORS

4. Demand for cultural heritage  
   *Victoria Ateca Amestoy*  
   Page 89

5. The role of the private sector in cultural heritage  
   *Bruce A. Seaman*  
   Page 111

6. Tax incentives for cultural heritage conservation  
   *Federico Revelli*  
   Page 129

## PART III  THE INTERNATIONAL DIMENSION

7. Issues in the international market for cultural heritage  
   *Victor Ginsburgh and François Mairesse*  
   Page 151

8. World Heritage List  
   *Bruno S. Frey and Lasse Steiner*  
   Page 171

9. Current challenges in cultural statistics: a focus on heritage  
   *Lydia Deloumeaux*  
   Page 187

## PART IV  MANAGEMENT: STRATEGIES AND TOOLS

10. Management challenges of cultural heritage organizations  
    *Xavier Castañer*  
    Page 209
### Handbook on the Economics of Cultural Heritage

#### PART V TECHNOLOGIES: ISSUES AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Digital cultural heritage</td>
<td>Trilce Navarrete</td>
<td>251</td>
</tr>
<tr>
<td>13</td>
<td>Technologies for cultural heritage</td>
<td>Paolo Paolini, Dana Mitroff Silvers and Nancy Proctor</td>
<td>272</td>
</tr>
<tr>
<td>14</td>
<td>The immeasurable economics of libraries</td>
<td>Jean-Michel Salaün</td>
<td>290</td>
</tr>
</tbody>
</table>

#### PART VI CONSERVATION OF BUILT HERITAGE

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Choices in architectural conservation</td>
<td>John H. Stubbs</td>
<td>309</td>
</tr>
<tr>
<td>16</td>
<td>Conservation and sustainable development of archaeological sites</td>
<td>Martha Demas and Neville Agnew</td>
<td>326</td>
</tr>
<tr>
<td>17</td>
<td>Market effects of historic preservation</td>
<td>Douglas S. Noonan</td>
<td>344</td>
</tr>
</tbody>
</table>

#### PART VII CULTURAL HERITAGE AND THE ECONOMY

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>Heritage and local development: a reluctant relationship</td>
<td>Gregory J. Ashworth</td>
<td>367</td>
</tr>
<tr>
<td>19</td>
<td>Heritage tourism</td>
<td>Lluis Bonet</td>
<td>386</td>
</tr>
<tr>
<td>20</td>
<td>Why and how intangible cultural heritage should be safeguarded</td>
<td>Francesca Cominelli and Xavier Greffe</td>
<td>402</td>
</tr>
</tbody>
</table>

#### PART VIII VALUES AND EVALUATION

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>The values of cultural heritage</td>
<td>Arjo Klamer</td>
<td>421</td>
</tr>
<tr>
<td>22</td>
<td>The economic, social and cultural impact of cultural heritage: methods and examples</td>
<td>Jen D. Snowball</td>
<td>438</td>
</tr>
<tr>
<td>23</td>
<td>Assessment of value in heritage regulation</td>
<td>David Throsby</td>
<td>456</td>
</tr>
</tbody>
</table>
PART IX CASE STUDIES

25 'Adam Smith has returned to live in Edinburgh': a case study
   Alan Peacock
   491

26 Virtual worlds, virtual heritage and immersive reality: the
   case of the Daming Palace at Xi'an, China
   Maurizio Forte
   499

27 Public spending for conservation in Italy
   Calogero Guccio and Ilde Rizzo
   508

28 The public sector in the preservation of urban heritage sites:
   lessons from four cities in Latin America
   Eduardo Rojas
   526

29 The Aga Khan multidisciplinary experience in Cairo, Egypt:
   a different view
   Hany Attalla, Mohamed Abdel-Kader and Haitham Samir
   549

30 Policy for intangible cultural heritage in Japan: how it relates
   to creativity
   Kazuko Goto
   567

31 Preliminary valuation of a cultural heritage site of global
   significance: a Delphi contingent valuation study
   Richard T. Carson, Michael B. Conaway and Ståle Navrud
   586

Index
   613