

Fernandes

# Challenges and New Opportunities for Tourism in Inland Territories

Ecocultural Resources and Sustainable Initiatives

Inland territories are currently of great interest in the tourism industry based on their natural and cultural resources, the surroundings and valuing of natural spaces, local traditions and cultures, ways of life, and the experiences of territories with authenticity. In this context, ecocultural resources are determining factors of development for the mobilization of economic and socio-cultural initiatives, promoting tourism and generating conditions of sustainability in inland territories. They are spaces of opportunity, maintaining resources and heritage with high preservation, enhancing new perceptions and forms of use, generating territorial cohesion, promoting self-esteem for local communities, and providing diverse and differentiated tourist experiences. The involvement of the community is decisive in valuing the destination, understanding local ecocultural realities, and developing the processes of preservation and service creation. It is considered a necessary approach for inclusion, protection, and aggregating the ecological and cultural binomial as a determinant for deeper knowledge of territorial realities and their specificities. Thus, sustainability and participation are crucial for the long-term future of inland tourism activities, with local governance assuming an important role in building tourism capacity, mobilizing resources, and streamlining entrepreneurial initiatives. Challenges and New Opportunities for Tourism in Inland Territories: Ecocultural Resources and Sustainable Initiatives provides knowledge on the trends for tourism in inland territories, territorial innovation, good governance practices, new projects in inland tourism, and other important aspects in the field. The topics covered include sustainability of local culture, cultural heritage, social responsibility, local governance, public policies, and innovation and tourism in inland territories. This book is essential for tourism management organizations, environmentalists, hotel managers, restaurateurs, tourism departments, practitioners, policymakers, public officials, researchers, academicians, and students interested in the innovative practices and initiatives in tourism with a specific focus on inland territories.

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