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Luis César Herrero Prieto is associate professor in Applied Economics at the University of Valladolid (Spain). He is currently director of the Research Group in Cultural Economics at the University of Valladolid and Co-ordinator of the University Master's Degree in Cultural Economics and Cultural Management at the same University. His research interests focus on the valuation of cultural heritage, museum economics, and efficiency analysis of cultural institutions. He has supervised several PhDs on cultural economics and has published in the Journal of Cultural Economics, Journal of Cultural Heritage, European Urban and Regional Studies, and Tourism Economics, amongst other indexed journals. In Spain, he has coordinated a special issue of the journal Estudios de Economía Aplicada, devoted to cultural economics.