

Contents

<i>List of illustrations</i>	x
<i>List of contributors</i>	xiii
<i>Preface</i>	xxv
<i>Acknowledgements</i>	xxviii
Introduction	1
PART I	
History, philosophy and theory	7
1 The nineteenth-century 'golden age' of cultural tourism: How the beaten track of the intellectuals became the modern tourist trail <i>David M. Bruce</i>	11
2 Cultivated pursuits: Cultural tourism as metempsychosis and metensomatosis <i>Tony Seaton</i>	19
3 Talking tourists: The intimacies of inter-cultural dialogue <i>Mike Robinson</i>	28
4 The (im)mobility of tourism imaginaries <i>Noel B. Salazar</i>	34
5 Reflections on globalisation and cultural tourism <i>Yvette Reisinger</i>	40
6 Philosophy and the nature of the authentic <i>Sean Beer</i>	47
7 The multilogical imagination: Tourism studies and the imperative for postdisciplinary knowing <i>Keith Hollinshead and Milka Ivanova</i>	53

PART II

Politics, policy and economics 63

- 8 Tourism policy challenges: Balancing acts, co-operative stakeholders and maintaining authenticity 67
Can-Seng Ooi
- 9 Co-operation as a central element of cultural tourism: A German perspective 75
Patrick S. Föhl and Yvonne Pröbstle
- 10 Territory, culture, nationalism, and the politics of place 84
Heather Skinner
- 11 Cultural lessons: The case of Portuguese tourism during *Estado Novo* 89
Maria Cândida Pacheco Cadavez
- 12 The establishment of national heritage tourism: Celebrations for the 150th anniversary of the unification of Italy 94
Monica Gilli
- 13 Potential methods for measuring the economic impacts of cultural tourism 100
Tereza Raabová, Petr Merta and Alena Tichá
- 14 The economic impacts of cultural tourism 110
Juan Gabriel Brida, Marta Meleddu and Manuela Pulina
- 15 The economic value of cultural tourism: Determinants of cultural tourists' expenditures 116
Celeste Eusébio, Maria João Carneiro and Elisabeth Kastenholz
- 16 Can the value chain of a cultural tourism destination be measured? 127
Juan Ignacio Pulido Fernández and Marcelino Sánchez Rivero

PART III

Social patterns and trends 137

- 17 Cultural tourism and the mobilities paradigm 141
Kevin Hannam and Sujama Roy
- 18 Erasmus students: The 'ambassadors' of cultural tourism 148
Karolina Buczkowska

- 19 Performing and recording culture: Reflexivity in tourism research 156
Kevin Meethan
- 20 Cosmopolitanism and hospitality 165
David Picard
- 21 Hospitality 172
Tom Selwyn
- 22 A darker type of cultural tourism 177
Karel Werdler
- 23 Tattoo tourism in the contemporary West and in Thailand 183
Erik Cohen
- PART IV**
- Community and development 191**
- 24 Tourism, anthropology and cultural configuration 195
Donald Macleod
- 25 Souvenirs and cultural tourism 201
Michael Hitchcock
- 26 Documenting culture through film in touristic settings 207
Michael Ireland
- 27 Understanding indigenous tourism 214
Xerado Pereira
- 28 Indigenous tourism and the challenge of sustainability 220
Jarkko Saarinen
- 29 Māori tourism: A case study of managing indigenous cultural values 227
Anna Thompson-Carr
- 30 Social entrepreneurship and cultural tourism in developing economies 236
Philip Sloan, Willy Legrand and Claudia Simons-Kaufmann

PART V

Landscapes and destinations 243

- 31 Space and place-making: Space, culture and tourism 247
David Crouch
- 32 The development of the historic landscape as a cultural tourism product 252
Marjan Melkert and Wil Munsters
- 33 Finding a place for heritage in South-East Asian cities 259
Joan Henderson
- 34 Campus tourism, universities and destination development 265
Simon Woodward
- 35 Cultural heritage resources of traditional agricultural landscapes,
 inspired by Chinese experiences 273
Myriam Jansen-Verbeke, Yehong Sun and Qingwen Min
- 36 Special interest cultural tourism products: The case of Gyimes
 in Transylvania 283
Lóránt Dávid, Bulcsú Remenyik and Béla Zsolt Gergely

PART VI

Regeneration and planning 293

- 37 Tourism development trajectories: From culture to creativity? 297
Greg Richards
- 38 Critiquing creativity in tourism 304
Philip Long and Nigel D. Morpeth
- 39 Cultural tourism development in the post-industrial city:
 Development strategies and critical reflection 311
Clare Carruthers
- 40 After the crisis: Cultural tourism and urban regeneration in Europe 317
James Kennell
- 41 From the dual tourist city to the creative melting pot: The liquid
 geographies of global cultural consumerism 324
Antonio Paolo Russo and Alan Quaglieri-Domínguez

- 42 Regeneration and cultural quarters: Changing urban cultural space 332
C. Michael Hall
- 43 'Ethnic quarters': Exotic islands or trans-national hotbeds of innovation? 339
Stephen Shaw
- 44 Ethnic tourism: Who is exotic for whom? 346
Anya Diekmann

PART VII**The tourist and visitor experience 355**

- 45 The tactical tourist: Growing self-awareness and challenging the strategists – visitor groups in Berlin 361
Gernot Wolfram and Claire Burnill-Maier
- 46 Cultural routes, trails and the experience of place 369
Nicola MacLeod
- 47 Cultural value perception in the memorable tourism experience 375
Zsuzsanna Horváth
- 48 An experiential approach to differentiating tourism offers in cultural heritage 383
Sonia Ferrari
- 49 Visitor experiences in cultural spaces 389
László Puczkó
- 50 Engaging with Generation Y at museums 396
Anna Leask and Paul Barron
- Conclusion 404
- Index* 410