



Cultural Tourism: Global and Local Perspectives

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A unique chance to explore different aspects of place, heritage, and tourism

For many nations around the world, cultural tourism is not only a major industry but also a support for national identity and a means for preserving heritage. *Cultural Tourism: Global and Local Perspectives* brings together in one volume interdisciplinary explorations of cultural tourism from leading international authorities in different locations around the world. Experts from the Cultural Tourism Research Group of the Association for Tourism and Leisure Education (ATLAS) discuss major issues that have emerged from the ATLAS research program over the past decade. Students and practitioners can examine important global and local issues such as authenticity, 'placelessness', the changing relationships between local communities and tourists, the changing meaning of religious heritage, festivals, and special events.

Cultural Tourism presents a unique view of global and local cultural tourism issues in four main sections. The first part is a collection of discussions on the tensions caused by globalization, with an emphasis on the issue of authenticity. The second part focuses on cultural tourism demand, with examinations on the motivations and behavior of cultural tourists in various destinations. The third section spotlights the relationship between tourists, residents, and local culture. The final part examines ways cultural events can develop tourism. 72 figures and tables make complex information easy to access and understand.

Topics in *Cultural Tourism* include:

- interpretation of 'authentic' culture
- growth of 'township tourism'
- the success or failure of community-based tourism projects
- impact of globalization on distinctiveness of place
- analysis of tourism development based on new cultural attractions and ethnic diversity
- basic steps needed to establish, manage, and market cultural routes
- case study of Castilla y Leon in Spain—trying to find ways to effectively compete with coastal areas
- new types of cultural attractions, such as 'ecomuseums'
- religious tourism
- heritage as a tool for formal and informal learning
- 'festivalization'
- *and much more!*

Using research and studies from places around the world like Brazil, the United Kingdom, Portugal, Spain, South Africa, and the Netherlands, *Cultural Tourism: Global and Local Perspectives* provides a valuable window on the current state of cultural tourism and makes informative reading for practitioners, researchers, educators, and students.

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