



Second Edition

Issues in Cultural Tourism Studies

Melanie K. Smith

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The extensively revised second edition of *Issues in Cultural Tourism Studies* provides a new framework for analysing the complexity of cultural tourism and its increasing globalisation in existing as well as emergent destinations of the world. The book focuses in particular on the need for even more creative tourism strategies to differentiate destinations from each other using a blend of localised cultural products and innovative global attractions.

The book explores many of the most pertinent issues in heritage, arts, festivals, indigenous, ethnic and experiential cultural tourism in urban and rural environments alike. This includes policy and politics; impact management and sustainable development; interpretation and representation; marketing and branding; and regeneration and planning. As well as exploring the interrelationships between the cultural and tourism sectors, local people and tourists, the book provides suggestions for more effective and mutually beneficial collaboration. New edition features include:

- An increased number of topical case studies and contemporary photographs which serve to contextualise the issues discussed.
- A reorientation towards global rather than just European issues.
- Three brand-new chapters on the Geography of Cultural Tourism, the Politics of Global Cultural Tourism, and the Growth of Creative Tourism.
- An extensively revised chapter on Experiential Cultural Tourism.

At the interface between the global and the local, a people-centred approach to planning and development is advocated to ensure that benefits are maximised for local areas, a sense of place and identity are retained, and the tourist experience is enhanced to the full. The text is unique in that it provides a summary and a synthesis of all the major issues in global cultural tourism, which are presented in an accessible way using a diverse range of international case studies. This is a beneficial and valuable resource for all Tourism students.

Melanie K. Smith is Lecturer and Researcher in Tourism Management in the Institute for Environmental Studies at Corvinus University, Budapest. In addition to writing the first edition of this book *Issues in Cultural Tourism Studies* (2003), she has edited two further books on cultural tourism and contributed chapters to several others.

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**I would like to dedicate this second edition to my family,
with special thanks to my dad and sister for the lovely photos.**



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Preface

The writing of this second edition has been an interesting experience, as the first edition was written nearer to the start of my academic career at a time when cultural tourism was also quite a new focus for academic research. Since that time, my ideas have moved on and cultural tourism has also become something of a growth sector, with many more academic books, articles and conferences dedicated to the subject. This has made my job both harder and easier! I am forced to question my original assumptions about cultural tourism, to update the content, but also to recognise that what were once innovative concepts are now well established. This means that I decided to exclude some old chapters and material (e.g. some of the work on World Heritage Sites, which are now the subject of whole books), and to replace them with newer ideas. For example, the inclusion of a whole chapter on Creative Tourism, and a partially new chapter on Experiential Cultural Tourism. Few could argue that the words 'creative' and 'experience' have become two of the biggest buzzwords of the 2000s.

Some of the first edition was arguably too Eurocentric, and therefore I have attempted to globalise the material, and to represent as many regions and countries of the world as I can. This led to the inclusion of two new chapters on the geography and politics of cultural tourism, which contextualise clearly many of the issues raised in the rest of the book. It is recognised that an entirely comprehensive publication is not possible, but this edition, I feel, comes closer than the first did with the inclusion of a broader range of case studies from all over the world. All the case studies have been changed. This allowed me to redress imbalances in the book and to provide coverage of some less well-known destinations, attractions and events.

Although the book still retains a rigorous theoretical framework, some of the theoretical ideas are less densely written and therefore more accessible. The theory has also been updated in the light of many of the new publications in the field of cultural tourism.

When I finished the first edition of this book, I was single and childless, whereas I am now married with a three-year-old son. I am also living in Budapest, Hungary, in contrast to London in the UK. This has changed my perspectives on travel and culture somewhat. Being a mother, I find I am often a frustrated cultural tourist rather than an actual one! Although my son enjoys running around art galleries, he is too young to tolerate a whole exhibition. Heritage sites appear to be a large playground to him, but he has little respect for conservation. This means I have to appreciate culture and the arts in bite-sized chunks, rather than having the leisure to spend whole days in museums or touring archaeological sites. Going out in the evenings to arts venues is a rare treat. On the other hand, a child provides an amazing way of bonding with different people of all cultures from around the world. Local people in a destination are much more likely to talk to a stranger with a child and to share the universal experience of being a parent. I also now understand and relate to a much wider range of tourists. Hopefully, my son will have the same enthusiasm for culture, heritage, museums and the arts as I do, thanks to parents like mine who believed that a lifelong appreciation should start young. In the meantime, I shall be policing his behaviour at heritage sites, encouraging him to respect silence in art galleries, and not to remove bits of collections from museums – in fact, much like any other cultural tourism manager!

Melanie Smith, Corvinus University, Budapest, March 2009



**Heritage appreciation
from an early age?**

(Source: László Puczkó)



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