Cultural Tourism And Business Opportunities For Museums

Opportunities For Museums Focus on reviewing and analysing key academic concepts and debates including authenticity, commodification, globalisation and management perspectives. It incorporates both global and local perspectives in theorising and managing heritage tourism. While assimilated to each other but yet strive to sustain their own distinctive locality. This book aims to offer a thorough critical has had profound influences on the presentation and representation of both tangible and intangible heritage within tourism context. As one of the most salient forms of modern-day tourism is based on the heritage of humankind. The majority of all global travel entails some element of the cultural past, as hundreds of millions of people visit cultural attractions, heritage festivals, and historic places each year. The book delves into this vast form of tourism by providing a comprehensive examination of its issues, current debates, concepts and practices. It looks at the social, physical and economic impacts, which cause destinations, site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable, accurate, accessible and politically relevant. In the process, however, the depth of heritage politics, the authenticity and inauthenticity of place and experience, and the urgent need to protect living and built cultures are exposed. The book explores these and many other current issues surrounding the management of cultural resources for tourism. In order to help students relate concepts to real-world situations it combines theory and practice, is student learning oriented, is written accessibly for all readers and is empirically rich. Cultural tourism has become an increasingly significant component of the global tourism industry, particularly in countries striving to diversify away from sea, sand and sun. This growth is intended for use by hotel management, travel agents, event organizers and planners, airline managers, academicians, researchers, students, and professionals in the tourism and hospitality industry. One of the most salient forms of modern-day tourism is based on the heritage of humankind. The majority of all global travel entails some element of the cultural past, as hundreds of millions of people visit cultural attractions, heritage festivals, and historic places each year. The book delves into this vast form of tourism by providing a comprehensive examination of its issues, current debates, concepts and practices. It looks at the social, physical and economic impacts, which cause destinations, site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable, accurate, accessible and politically relevant. In the process, however, the depth of heritage politics, the authenticity and inauthenticity of place and experience, and the urgent need to protect living and built cultures are exposed. The book explores these and many other current issues surrounding the management of cultural resources for tourism. In order to help students relate concepts to real-world situations it combines theory and practice, is student learning oriented, is written accessibly for all readers and is empirically rich. Cultural tourism has become an increasingly significant component of the global tourism industry, particularly in countries striving to diversify away from sea, sand and sun. This growth has had profound influences on the presentation and representation of both tangible and intangible heritage within tourism context. The concept of heritage continues to evolve with its fast-changing political, economic and socio-cultural surroundings. Therefore it is essential that heritage tourism engages with the new form of globalised communities and societies, which have become more assimilated to each other but yet strive to sustain their own distinctive locality. This book aims to offer a thorough critical examination and systematic evaluation of the unique dynamics of heritage and tourism development from both social sciences and management perspectives. It incorporates both global and local perspectives in theorising and managing heritage tourism. While focusing on reviewing and analysing key academic concepts and debates including authenticity, commodification, globalisation and
heritage interpretation, this book also discusses and evaluates topical issues such as sustainable development, marketing strategies and digital technologies including social media. It theoretically locates heritage discourses in the analysis of heritage tourism development and management drawing on various perspectives, from tourism, heritage studies, sociology, anthropology, politics and geography to management and marketing studies. Including case studies of topical concerns, controversies and challenges it will encourage readers to develop a new and insightful understanding of the dialectical relationship between heritage and tourism development. This book is essential reading for students studying tourism, heritage studies, cultural studies as well as related disciplines. The book first explains the dynamics of cultural heritage with its authenticity underpinnings, marketing, and tourism, and proposes a strategic praxis drawn from core sustainable principles. This three-volume reference series provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism, heritage, and culture. The papers have been selected and introduced by Dallen Timothy, one of the leading international scholars in tourism research. The first volume 'Managing Heritage and Cultural Tourism Resources' deals primarily with issues of conservation, interpretation, impacts of tourism and the management of those impacts. Sold individually and as a set, this series will prove an essential reference work for scholars and students in geography, tourism and heritage studies, cultural studies and beyond. This book presents strategies and models for cultural heritage enhancement from a multidisciplinary perspective. It discusses identifying historical, current and possible future models for the revival and enhancement of cultural heritage, taking into consideration three factors – respect for the inherited, contemporary and sustainable future development. The goal of the research is to contribute to the enhancement of past cultural heritage renovation and enhancement methods, improve the methods of spatial protection of heritage and contribute to the development of the local community through the use of cultural, and in particular, architectural heritage. Cultural heritage is perceived primarily through conservation, but that comes with limitations. If heritage is perceived and experienced solely through conservation, it becomes a static object. It needs to be made an active subject, which implies life in heritage as well as new purposes and new life for abandoned heritage. Heritage can be considered as a resource that generates revenue for itself and for the sustainability of the local community. To achieve this, it should be developed in accordance with contemporary needs and technological achievements, but on scientifically based and professional criteria and on sustainable models. The research presented in this book is based on the approach of Heritage Urbanism in a combination of experiments (case studies) and theory. According to the World Tourism Organization (UNWTO), international tourists engaging in cultural activities accounted for more than 500 million of international tourist numbers in 2017. City tourism relies on culture as a major product, providing benefits not only for interested visitors, but also for the local resident population. New trends in tourism include 'experiential tourism', where the interactions between tourists and residents become a key part of the tourism experience and overall customer satisfaction. New technologies and IT applications allow tourists to design their own trip, given the presence of global companies like Trip Advisor, Booking.com and AirBnB. This comprehensive volume explores new trends in cultural tourism, demonstrating how and why culture has become a central factor in tourism. The authors analyse a wide range of relevant issues, including: how heritage-based and cultural tourism could contribute to the sustainability of destinations; the increase of religious travels to and within Arab countries; and how cultural tourism fosters understanding among people and cultures, and could even potentially help to consolidate peace at a regional level. The book also analyses interactions between hosts (the local residents) and guests (the cultural visitors), revisiting the pioneer hippy travelling experiences in Turkey of the 1960s and how they shaped youth culture. This book will be of great interest to students and researchers of cultural tourism. The chapters were originally published in the journal Anatolia. Examine cultural tourism issues from both sides of the industry! Unique in concept and content, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management examines the relationship between the sectors that represent opposite sides of the cultural tourism coin. While tourism professionals assess cultural assets for their profit potential, cultural heritage professionals judge the same assets for their intrinsic value. Sustainable cultural tourism can only occur when the two sides form a true partnership based on understanding and appreciation of each other's merits. The authors--one, a tourism specialist, the other, a cultural heritage management expert--present a model for a working partnership with mutual benefits, integrating management theory and practice from both disciplines. Cultural Tourism is the first book to combine the different perspectives of tourism management and cultural heritage management. It examines the role of tangible (physical evidence of culture) and intangible (continuing cultural practices, knowledge, and living experiences) heritage, describes the differences between cultural tourism products and cultural heritage assets, and develops a number of conceptual models, including a classification system for cultural tourists, indicators of tourism potential at cultural and heritage assets, and assessment criteria for cultural and heritage assets with tourism potential. Cultural Tourism examines the five main constituent elements involved in cultural tourism: cultural and heritage assets in tourism sites such as the Royal Palace in Bangkok, the Cook Islands, and Alcatraz Prison in San Francisco. Tourism--what it is, how it works, and what makes it a success--five different types of cultural tourists consumption of products, value adding, and commodification integrating the first four elements to satisfy the tourist, meet the needs of the tourism industry, and conserve the intrinsic value of the asset. Though tourism and cultural heritage management professionals have mutual interests in the management, conservation, and presentation of cultural and heritage assets, the two sectors operate on parallel planes, maintaining an uneasy partnership with surprisingly little dialogue. Cultural Tourism provides professionals and students in each field with a better understanding of their own roles in the partnership, bridging the gap via sound planning, management, and marketing to produce top-quality, long-lasting cultural tourism products. New translated into simplified Chinese. This three-volume reference series provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism, heritage, and culture. The papers have been selected and introduced by Dallen Timothy, one of the leading international scholars in tourism research. The third volume 'The Political Nature of Cultural Heritage and Tourism' addresses contemporary issues such as heritage dissonance, the debate on authenticity, conflict, and contested heritage. Sold individually and as a set, this series will prove an essential reference work for scholars and students in geography, tourism and heritage studies, cultural studies and beyond. This book examines the authenticity of heritage tourism by using a resilient smart systems approach. It discusses the emerging trends in cultural tourism and outlines, in a detailed manner, their significance in negotiating authenticity in tourism experience. Authentication of authenticity is an evolving, less-researched field of inquiry in heritage tourism. This book advances research on this subject by exploring different authentication processes and scrutinizes their resilience in building transformative heritage tourism pathways. It offers a kaleidoscopic view of the manner authenticity has evolved over the last several decades by observing a broad spectrum of cultural expressions. The evolution and meaningfulness of negotiated authenticity is identified and discussed in the context of pre-, intra- and post-pandemic times. This book focuses on the moral and existentialist trajectories or authenticity and
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the notion of self-authentication. It proposes a smart resilient authentication model to delicately negotiate the objective and self-dimensions of authenticity in transformative times. Furthermore, by sharing examples of best practices, it offers unique insights on how authenticity is authenticated and mediated via digital platforms and artificial intelligence. This book offers novel perspectives on negotiated authenticity and its authentication in heritage tourism and will appeal to both practitioners and students/scholars in Cultural Tourism and Business Opportunities For Museums Heritage studies; Design and Innovation; Tourism Studies; Geography and Planning across North America, Europe, and East-Asian countries. Culture and heritage tourism provide an important direction in sustainable funding and tourism. Assessing the potential of cultural and heritage assets, including physical and experiential values, is crucial for the sustainability of tourism attractions and regional development. Conservation and Promotion of Heritage Tourism is a collection of innovative methods and applications to utilize historical resources to increase tourism for long-term economic security and advancement. Highlighting a range of topics including cultural tourism, community development, and tourism branding, this book is ideally designed for historians, city planners, curators, business professionals, educators, engineers, managers, tourism researchers, graduate-level students, policymakers, and academicians seeking current research on the connections between culture, conservation, sustainable development, and tourism. This book reviews the cultural tourism market in Europe from a survey carried out in 1997. It analyzes the way in which cultural attractions are produced for, and used by, cultural tourists and how such cultural attractions as museums, art galleries, monuments and heritage attractions are marketed. Cultural Heritage is a systematic, interdisciplinary examination of cultural heritage, which provides an up-to-date view of the field by drawing on various disciplines. The book offers a thorough, structured review of extant literature on heritage tourism and pertinent challenges for cultural heritage. This book offers new ways of looking at cultural heritage assets against a backdrop of increasing economic and environmental pressures. It comprises a number of sections that each examine cultural heritage from the perspective of ethics and values, community relations and development, cultural entrepreneurship, economic viability and conservation, methodologies, impacts of tourism research, consumption, and urban and immaterial heritage. Encompassing global research perspectives from public management, visual culture, environmental management, and cultural entrepreneurship, Cultural Heritage is a crucial text for those working or interested in the heritage field. The perceived quality of a destination's cultural offering has long been a significant factor in determining tourist choices of destination. More recently, the need to present touristic offerings that include cultural experiences and heritage has become widely recognized. This book illustrates how this aspect of the tourism experience is an important differentiator of destinations, as well as being amongst the most manageable. This has also led to an increase in the management of such experiences through special exhibitions, events and festivals, as well as through ensuring more routine and controlled access to heritage sites. Reflecting the increasing application of cultural heritage as a driver for tourism and development, this book provides for the first time a cohesive volume on the subject that is theoretically rich, practically applied and empirically grounded. Written by expert scholars and practitioners in the field, the book covers a broad range of theoretical perspectives of cultural heritage tourism; regeneration, policy, stakeholders, marketing, socio-economic development, impacts, sustainability, volunteering and ICT. It takes a broad view, integrating international examples of sites, monuments as well as intangible cultural heritage, motor vehicle heritage events and modern art museums. This significant book furthers knowledge of the theory and application of tourism within the context of cultural heritage and will be of interest to students, researchers and practitioners in a range of disciplines. Tourism is one of the most rapidly evolving industries of the 21st century. The integration of technological advancements plays a crucial role in the ability for many countries, all over the world, to attract visitors and maintain a distinct edge in a highly competitive market. The Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications is a pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism. Featuring extensive coverage on relevant areas such as smart tourism, user interfaces, and social media, this publication is an ideal resource for policy makers, academicians, researchers, advanced-level students, and technology developers seeking current research on new trends in ICT systems and application and tourism. "This book presents a comprehensive and dynamic understanding of cultural tourism. It examines cultural mediators and how they help tourists appreciate foreign cultures. It also shows how tourism experiences are strategically crafted by mediators. The mediation process is complex, and the various products are mediated differently. A number of different products are investigated, including destination brand identities, "living" cultures and everyday life, art and history. "Cultural tourism is nowadays considered the fastest growing market in tourism. The research was obtained to gain further insight about cultural tourists. The study explored cultural tourists in Portugal through investigating the profile, motivation and level of interest of cultural tourists, in the specific case of Silves. Silves is a small town in the Algarve region, and as the former Capital of the Algarve in the period when the Arabs were ruling, the town is left with Arabic Heritage. The literature of cultural tourism revealed that further research is needed about the relation between the dependent variable of socio-demographics/trip characteristics and motivation and preferences for behavioural items of the cultural tourists. A combination of primary and secondary research has been applied in order to examine the topic, achieve the objectives and test the hypotheses. For the primary research, a survey was carried out at the site of Silves in Portugal, whereby altogether 196 valid surveys were obtained. Cultural Tourism remains the only book to bridge the gap between cultural tourism and cultural and heritage management. The first edition illustrated how heritage and tourism goals can be integrated in a management and marketing framework to produce sustainable cultural tourism. The current edition takes this further to base the discussion of cultural tourism in the theory and practice of cultural and heritage management (CM and CHM), under the understanding that for tourism to thrive, a balanced approach to the resource base it uses must be maintained. An 'umbrella approach' to cultural tourism represents a unique feature of the book, proposing solutions to achieve an optimal outcome for all sectors. Reflecting the many important developments in the field this new edition has been completely revised and updated in the following ways: • New sections on tangible and intangible cultural heritage and world heritage sites. • Expanded material on cultural tourism product development, the cultural tourism market and consumer behaviour, planning and delivery of exceptional experiences • New case studies throughout drawn from cultural attractions in developing countries such as Southeast Asia, China, South Africa and the Pacific as well as from the developed world, particularly the United States, Britain, Japan, Singapore, Australia and Canada. Written by experts in both tourism and cultural heritage management, this book will enable professionals and students to gain a better understanding of their own and each other's roles in achieving sustainable cultural tourism. It provides a blueprint for producing top-quality, long-term cultural tourism products. This is a critical introduction to the relations between tourism, tourists, and tourism spaces. It fuses economic and cultural perspectives to explain how tourism is dependent on place and space, while at the same time as defining those places and spaces. Examining different levels of scale - from local to global - Tourism and Tourism Spaces is informed by the discussion of three key processes: • production and
consumption of tourist spaces - consumption and commodification of tourist experiences - construction and reconstruction of tourist spaces. Each chapter engages with different theoretical perspectives; it is illustrated with comparative examples and case studies; uses tables, boxes and figures throughout; and concludes with a summary. An integrated and systematic review of a range of theoretical positions - that integrates economic and cultural - Tourism and Tourism Spaces will be a key resource for students of geography, sociology, management studies, hospitality studies, and leisure studies. Cultural tourism includes experiencing local culture, traditions and lifestyle, participation in arts-related activities, and visits to museums, monuments and heritage sites. This book reviews a wide range of qualitative and quantitative research methods applied to the field. It is suitable for students and researchers in tourism and leisure. Theories within tourism can be difficult, even confusing areas to understand. Developed from the successful Portuguese textbook Teoria do Turismo, Tourism Theory provides clear and thorough coverage of all aspects of tourism theory for students and researchers of tourism. Consisting of five sections and over fifty entries, this book covers nine of the most important models in tourism study. The first three sections examine general concepts in tourism; disciplines and topics; and the tourist, which includes areas such as demand, gaze, psychology and typologies. A fourth section covers intermediation, distribution and travel, reviewing aspects such as travel agencies, tourist flows and multi-destination travel patterns. The final section encapsulates the tourism destination itself, covering organizations, the destination image, supply, seasonality and more. Encyclopedic cross-referencing between entries makes navigation easy, while in-depth analysis, exercises and further reading suggestions for each of the selected areas provide the context and detail needed for understanding. Entries can be used individually as a reference, or as part of the whole for a complete introduction to tourism theory. At a time of increasing city competition, national capitals are at the forefront of efforts to gain competitive advantage for themselves and their nation, to project a distinctive and positive image and to score well in global city league tables. They are frequently their country’s main tourist gateway, and their success in attracting visitors is inextricably linked with that of the nation. They attract not just leisure visitors; they are especially important in other growing tourism markets, for example, as centres of power they feature strongly in business tourism, as academic centres they are important for educational tourism, and they frequently host global events such as the Olympic Games. And there are more of them: first, the number of capitals has grown as the number of nation-states has increased and, secondly, pressures for devolution mean more cities are seeking national capital status, even when they are not at the head of independent states. We need to understand tourism in capitals better - but have been very little research on it explores the phenomenon of capital city tourism, and uses recent research to examine the appeal of ‘capitalness’ to tourists, and explore developments in capitals across the world. This book was published as a special issue of Current Issues in Tourism. This book covers recent advances for quantitative researchers with practical examples from the social sciences. It provides essential information on important issues such as tourism, geography, history, sociology, politics, economy and sport sciences. Each chapter offers a comprehensive range of practical examples and exercises, and all topics are covered by an expert in the field in question. This volume will enable readers to realize that what they see as specific to their own discipline is, in fact, common to several different fields. The Asia Pacific region’s enormous diversity of living cultures and preserved heritage sites has significant appeal to many tourists. However tourism has grown so rapidly that many issues associated with the incorporation of cultural and heritage experiences in tourist itineraries (such as authenticity versus commodification, exploitation of national cultures, impacts on local communities, and the management of heritage resources) have not been adequately addressed and must be debated. This revealing book reviews recent developments in cultural and heritage tourism in the Asia Pacific region and provides a discussion on how communities have faced and overcome significant challenges to develop and market their culture and heritage resources. A range of models and case studies are used to deepen the reader’s understanding of heritage and cultural issues, to illustrate many of the more controversial issues, and to examine new evidence, and planning tools. This book is a special issue of the Asia Pacific Journal of Tourism Research. This book focuses on cultural tourism as it develops into the second decade of the new millennium. It presents recent hospitality and tourism research findings from various sources, including academic researchers and scholars, industry professionals, government and quasi-government officials, and other key industry practitioners. It discusses the latest tourism industry trends and identifies research gaps in the research from a pragmatic and applied perspective. It includes specific chapters on innovation in tourism, the virtual visitor, cross-cultural visions of digital collections, heritage and museum management in the digital era, cultural and digital tourism policy, marketing and governance, social media, emerging technologies and e-tourism and many other topics of contemporary significance in global hospitality and tourism. The book is edited in collaboration with the International Association of Cultural and Digital Tourism (IACuDiT) and includes the proceedings of the Second International Conference on Cultural and Digital Tourism. This book examines the main issues and concepts relating to heritage, screen and literary tourism (HSLT) and provides a comprehensive understanding and evaluation of these three forms of tourism in the context of global tourism development. It analyses the demand and supply of HSLT within the frameworks provided by service-dominant logic and value creation to enable a critical perspective on how HSLT tourist experiences are created, produced and shaped. The volume explores the challenges which relate to the role of the consumer in the co-creation of the tourist experience, and the implications this has for the development, marketing, interpretation, consumption, planning and management of HSLT. It will appeal to researchers and students of heritage tourism, film and literary tourism, media-driven tourism, tourism planning and destination development and management. This book gathers the best papers presented at the 11th Tourism Outlook Conference, held in Eskişehir, Turkey, from 3 to 5 October 2018. Covering various aspects of heritage and its effects on tourism issues, the contributions provide a multidisciplinary perspective on emerging issues and challenges in the area. The book also analyzes both the tangible and intangible properties of natural, cultural, and historical heritage and how these relate to and influence tourism, and evaluates the importance and role of heritage in tourism destinations and products. By providing a platform for cross-disciplinary dialogues that integrate research and insights from diverse geographical, sectoral and institutional perspectives, the book allows readers to gain a better understanding of heritage tourism. "This book offers the latest research available within the field of information management as it pertains to the Asian business market, promoting and coordinating developments in the field of Asian and Chinese studies, as well as presenting strategic roles of IT and management towards sustainable development" - Kulturbetriebe und Tourismusakteure teilen die Aufmerksamkeit für das wachstumsstarke Marktsegment Kulturtourismus - wer aber sind die Kulturbetriebe? Yvonne Pröbstle geht dieser Frage nach. Auf der Grundlage einer qualitativen Untersuchung der kulturellen Einstellungen von Kulturtouristen entwirft die Autorin eine Typologie. Analyisiert werden das Kulturverständnis, Reise- und Besuchsmotive, kulturelle Aktivitäten sowie Rezeptions- und Anlagensmuster im Alltag und auf Reisen. Das Ergebnis ist eine differenzierte Sicht auf die kulturtouristische Nachfrage, die Kulturbetrieben und Tourismusakteure eine Orientierungshilfe für
International Cultural Tourism: management, implications and cases provides a comprehensive exploration of the management, operations and marketing of cultural tourism attractions and resources in a global context. Topics explored include:

* For the first time, an evaluation of the use and transformational impact of global media and new ICT in the management and marketing of cultural tourism attractions and resources.
* The changing nature of the global cultural tourism marketplace (including demand, supply, product development and political changes).
* Consumer behaviour, profiles and motivations of cultural tourists.
* Environmental performance, management and wider issues of social and cultural sustainability.

Written by a team of contributors from Australia, Hong Kong, UK, US, Canada, Mexico, Portugal, South Africa and Finland, this text provides a thoroughly global insight into the issues and techniques involved in the successful management and marketing of cultural attractions. An overview of the way in which cultural tourism resources and attractions are managed and marketed in a global context. Analysis of the demand, profiles and motivation of tourists. An investigation of the transformational and dynamic impacts of new technologies on cultural resources and products.

International contributor team provide case studies from first-hand experience and research. Tourism and Leisure Behaviour in an Ageing World, based on Ian Patterson’s previously published Growing Older, provides an overview of the latest research concerning tourist behaviour and leisure needs of baby boomers, seniors, and older adults. With an increasingly ageing population, industry interest has intensified and there has been a corresponding explosion in related research activity. This book covers the entire spectrum of cultural and digital tourism and presents the latest findings, examples and cases, highlighting innovations for the tourism industry from both an academic and a practical point of view. The book invites readers to discover ongoing developments and recent trends in fields like heritage and museum management; sports tourism; tourism economics and policy; e-marketing and e-business; and many other fields, making it of value to researchers in tourism management, practitioners and policymakers alike. The book was edited in collaboration with the International Association of Cultural and Digital Tourism - IACuDiT - and includes the proceedings of the First International Conference on Cultural and Digital Tourism.

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