

CONTEMPORARY GEOGRAPHIES OF LEISURE,
TOURISM AND MOBILITY

Contemporary Issues in Cultural Heritage Tourism

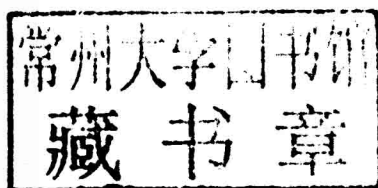
Edited by
Tome Kaminski, Angela M. Benson
and David Arnold

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Elke Ennen has been an Associate Professor of Visitor Studies since January 2006 at the Applied University of Breda (the Netherlands). She specialised in visitors connected to heritage. Elke studied human geography at the University of Groningen where she specialised in urban planning. Dr Ennen has a PhD in the field of urban planning from the same university. Her dissertation titled 'Heritage in Fragments: The Meaning of Pasts for City Center Residents' was presented in 1999. Until 2006 she worked as a Lecturer at the Faculty of Spatial Sciences at the University of Utrecht, in the field of heritage planning, planning of public spaces and city marketing. Elke is also Editor of the journal *Leisure Studies*, which considers research findings and policy plans in various sub-fields of leisure, including sports, recreation, tourism, media, volunteer work, use of space and time.

Wael Salah Fahmi was trained as an architect at Cairo University and received his PhD in Planning and Landscape from the University of Manchester (UK). He currently teaches architecture and urban design as a Professor of Urbanism at the Architecture Department of Helwan University in Cairo. He is also a visiting academic at the University of Manchester. Dr Fahmi has conducted research on Greater Cairo's urban growth problems and housing crisis (published in *Cities*). Further research focuses on the rehabilitation of historical Cairo (published in *Habitat International and International Development Planning Review*), the cemetery informal settlements (published in *Arab World Geographer*) and the garbage collectors community (*Environment and Urbanization* and *Habitat International*). Other recent publications include street movements within Cairo's public spaces (*Environment and Urbanization*) and Cairo's European Quarter (*International Development Planning Review*).

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Jaime Kaminski is a Lecturer and Research Fellow at the University of Brighton Business School (UK) where he specialises in the study of the socio-economic impact of heritage. He began his career as an archaeologist and has a PhD in archaeology from the University of Reading (1995). He has a long-standing research interest in all aspects of the management of heritage sites, and their social, economic and environmental impact. Additionally, his work for the university's Cultural Informatics Research Group covers aspects as diverse as heritage tourism, the sustainability of heritage sites and the impact of information and communication technologies in heritage. Other research interests include the impact of social enterprise. He is head of heritage research at the Cultural Business Research Group at Brighton Business School, a Fellow of the Royal Geographical Society with IBG, a Fellow of the Society of Antiquaries and an advisor to numerous heritage organizations, sites and projects.

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Geoffrey Smith is the Vice-President of the Federation of British Historic Vehicle Clubs (FBHVC) and Co-founder and Director of the Historic Vehicle Research Institute. Geoff's past career in the motor industry began as a training manager. A natural progression was to a role in human resources management, nationally and internationally, his career culminating at Jaguar Cars. After retirement, he became Chairman of the Federation of British Historic Vehicle Clubs for five years and Vice-President of the Federation Internationale Vehicules Anciens for eight years, a role involved with strategy and legislation. He initiated the first economic, employment, environment and cultural study into the UK heritage vehicle movement in 1997 and a similar European-wide study in 2006.

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John E. Tunbridge is a graduate of St John's College, Cambridge and received his PhD from Bristol University. He joined Carleton University, Canada in 1969 and has since taught in Australia, the UK and South Africa. He is co-author of *The Tourist-Historic City* (Elsevier, London, 2000), *Dissonant Heritage* (Wiley, Chichester, 1996) and *A Geography of Heritage: Power, Culture, Economy* (Arnold, London, 2000). His research is concerned with the various dimensions of the geography of heritage, including tourist-historic cities, the geography of heritage and managing tourism in cities. Professor Tunbridge is a Visiting Professor at the University of Brighton Business School and Curtin University School of Marketing in Perth, Australia; since retirement from Carleton (as Emeritus) in 2008.

Preface

This edited book is the product of three research groups at the University of Brighton coming together. The Cultural Informatics Research Group has run two very large European projects in the ten years since it was founded at Brighton in 2002. The first of these was the EPOCH Network of Excellence in Open Cultural Heritage, which included elements of socio-economic impact analysis and cultural heritage tourism applications of information and communication technologies (ICTs). The Cubist Research Group (Cultural Business – Impact, Strategy and Technology) was founded to deliver the socio-economic impact evaluation methods within EPOCH from a base in the Brighton Business School. Since 2005 CUBIST has delivered six international symposia on socio-economic impact and strategies for change in cultural heritage in a series called ‘Heritage Impact’. Similarly, the Tourism Research Group based in the School of Service Management has held seven symposia on tourism themes since 2001. Furthermore, associates of the Tourism Research Group are members of the Association for Tourism and Leisure Education (ATLAS) and have actively supported the organisation through committee membership and chairing special interest groups. This relationship led to the hosting of the ATLAS 2008 annual conference, which provided the three research groups with the opportunity to deliver a joint research agenda on issues related to cultural heritage tourism.

The concept and subsequent development of this edited book came some time after this event, in that a number of presenters, keynote speakers, academics and practitioners of the research groups’ networks were encouraged by the debates that emanated from the event and continued beyond it. These discussions led to the proposal to draw together the range of material in this edited book, which is the result of contributions from academics and practitioners with whom the editing authors have networked for over a decade. The book includes a broad range of contributions, including theoretical perspectives, wide-ranging global case studies, practitioner perspectives and novel viewpoints on under-researched areas.

The audience for this book is twofold: first, the academic community as it is intended to provide a contribution to the literature on cultural heritage tourism. Undergraduates, postgraduates and PhD students, academic staff and researchers with a specific interest in cultural heritage tourism will find this book a useful

resource for both mainstream topics and novel viewpoints on under-researched areas. However, the authors see this book also being used across a broader range of curriculum areas which includes tourism studies and management; heritage studies and management; cultural studies and management; cultural geography; volunteer studies and management; and technology and cultural heritage. The second audience is non-academic, which includes practitioners, NGOs, policy makers and governments. It is anticipated that this book will act as a useful source for this audience to develop knowledge and understanding of this global phenomenon and will impact on their future decision-making. The practitioner's contributions in this book demonstrate a 'closing-of-the-gap' between these two audiences.

Jaime Kaminski, Angela M. Benson and David Arnold
Brighton, April 2013

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The combined efforts of a large number of people and organisations have made it possible for this book to be completed:

The Centre for Tourism Policy Studies combined with the Cultural Informatics Research Group to host the Association for Tourism and Leisure Education (ATLAS) 2008 annual conference under the title of 'Selling or telling? Paradoxes in tourism, culture and heritage', assisted by the Cubist Research Group, all at the University of Brighton. This event provided the catalyst for researchers on cultural heritage tourism to work together and eventually led to the proposal to co-edit this book. The editors are grateful to others who helped to make the 2008 conference successful, owing much to Professor Peter Burns and Dr Marina Novelli (of the School of Service Management), and to Jim McLoughlin and Babak Sodagar of the Brighton Business School.

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This book would not have been possible without the hard work and continuing support of the participants from the Heritage Impact series of conferences, the participants at the ATLAS annual conference and in particular those that contributed a chapter: Apinya Baggelaar Arrunnapaporn, Gregory Ashworth, Stephen Bird, Tiziana Cuccia, Elke Ennen, Wael Salah Fahmi, M.K. Flynn, Benjamin Hruska, Devi Roza Kausar, Tony King, Duangjai Lorthanavanich, Eugenio van Maanen, Carlo Perelli, Ilde Rizzo, Begonia Sánchez Royo, Giovanni Sistu, Geoffrey Smith, Dallen Timothy and John Tunbridge. Your support and professionalism throughout the process was greatly appreciated.

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Jaime Kaminski, Angela M. Benson and David Arnold
Brighton, April 2013

Contemporary Issues in Cultural Heritage Tourism

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 recognised, that 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.

Jaime Kaminski is a Lecturer and Research Fellow at the University of Brighton Business School (UK) where he specialises in the study of the socio-economic impact of heritage. He has a long-standing research interest in all aspects of the management of heritage sites, and their social, economic and environmental impact. Other research interests include the impact of social enterprise. He is head of heritage research at the Cultural Business Research Group at Brighton Business School, a Fellow of the Royal Geographical Society with IBG and an advisor to numerous heritage organisations, sites and projects.

Angela M. Benson is a Principal Lecturer in Tourism at the School of Service Management, University of Brighton. Angela has published over 20 articles and chapters in the areas of Volunteer Tourism, Best Value, Sustainability and Research Methods.

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Contemporary Geographies of Leisure, Tourism and Mobility

Series Editor: C. Michael Hall

Professor at the Department of Management, College of Business and Economics, University of Canterbury, Christchurch, New Zealand

The aim of this series is to explore and communicate the intersections and relationships between leisure, tourism and human mobility within the social sciences.

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