

NEW DIRECTIONS IN TOURISM ANALYSIS



Cultural Tourism and Sustainable Local Development

Edited by
Luigi Fusco Girard and Peter Nijkamp

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Cultural Tourism and Sustainable Local Development

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**CULTURAL TOURISM AND SUSTAINABLE
LOCAL DEVELOPMENT**

New Directions in Tourism Analysis

Series Editor: Dimitri Ioannides, Missouri State University, USA

Although tourism is becoming increasingly popular as both a taught subject and an area for empirical investigation, the theoretical underpinnings of many approaches have tended to be eclectic and somewhat underdeveloped. However, recent developments indicate that the field of tourism studies is beginning to develop in a more theoretically informed manner, but this has not yet been matched by current publications.

The aim of this series is to fill this gap with high quality monographs or edited collections that seek to develop tourism analysis at both theoretical and substantive levels using approaches which are broadly derived from allied social science disciplines such as Sociology, Social Anthropology, Human and Social Geography, and Cultural Studies. As tourism studies covers a wide range of activities and sub fields, certain areas such as Hospitality Management and Business, which are already well provided for, would be excluded. The series will therefore fill a gap in the current overall pattern of publication.

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Preface

Tourism is part of a modern lifestyle, in which geographical mobility and cultural enjoyment are critical parameters. At the same time, tourism is also a lead sector for accelerated economic growth in many countries and regions. Consequently, tourism policy has become an important vehicle of sustainable economic policy in both the developed and the developing world. In many regions and cities, we observe an increasing interest in the potential of tourism and culture as major attraction forces and strategies for economic growth. This trend is part of a broader development from a manufacturing-oriented to an advanced service-led society, in which also information and communication technology (ICT) plays a key role. Marketing of tourism facilities and cultural amenities is, therefore, of critical importance in a competitive global economy.

It ought to be recognised that tourism – as part of a modern urban economy – is instigated by mass mobility related to our leisure economy in a global society. Clearly, a significant part of mass tourism is related to entertainment based on nature, beach and sun, or social activities, but cultural tourism is on the rise. Many cities and regions host a wealth of cultural attractions and must compete for the favours of visitors, both domestic and international. In the meantime, mass tourism is gradually compartmentalising into dedicated market segments with specialised and customised characteristics. Thus, urban tourism policy is becoming a segmented and tailor-made activity, in which ICT may play a critical role.

One of the main challenges is of course to ensure a permanent and stable flow of tourists, not only during the high tourist season, but year round. From this perspective, cultural tourism has many advantages, as culture can in principle be supplied the whole year around. This calls for a professional tourist infrastructure, not only for existing well-known tourist attractions, but also for emerging tourist areas which have a wealth of cultural facilities.

This volume brings together a collection of studies, on the interface of tourism and culture in cities. It offers a variety of contributions, ranging from general conceptual studies, and analytical-modelling studies to case studies and policy analyses. This book is the outgrowth of an international conference ‘Cultural Heritage, Local Resources and Sustainable Tourism’, organised by the Department of Conservation of Architectural and Environmental Heritage of the University Federico II in Napoli, in September 2006. The editors wish to thank in particular Marco Scerbo and Candida Cuturi, who have been instrumental in the editorial phase of this volume.

Luigi Fusco Girard and Peter Nijkamp

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