

## Cultural Tourism In Kerala

This new volume highlights of a broad selection of valuable research work by renowned professionals and scientists from the academia and travel industry. It provides a wide-ranging vision of a multitude of trends in the global travel and tourism industry today and in the future. Adopting an integrated and interdisciplinary approach, the volume looks at the evolving paradigms in tourism and hospitality segment. This volume will prove indispensable in portraying the current global tourism and travel trends and is divided into three parts: Tourism and Destination Management Operational and Managerial Perspectives in the Service Sector Emerging Areas in Tourism The contributors examine a diverse selection of topics and share their conducted exploratory investigations to frame their implications and outcomes. In addition, this compilation also synthesizes the experiential aspects contributed by travel professionals and practitioners as well as academia. The volume reflects upon the wide-ranging conceptual approaches to the subject of tourism. There is a great effort taken to include varying paradigms and perspectives on the core elements of the tourism sector and to the very recent and emerging themes and issues. The chapters seek to bridge academic perspectives and research with practical applications. The overall thrust of the book is to provide a required critical depth to tourism studies and to guide the reader through the fundamental themes of tourism, destination marketing, branding, and management. The first section provides a rich exploration of theoretical frameworks and their application to hospitality services and tourism and destination management. It covers an array of themes, including the theory of the destination management; the historical development of culture and art forms; the failure of literature adequately to test out the success with safety concerns etc. Part Two then moves to focus on some of the fundamental issues associated with the structuring and outlaying of operational and managerial perspectives in the service sector. Part Three addresses the emerging areas of tourism, and the chapters serve to elucidate and consolidate the range of key issues that have emerged. The volume covers a multitude of aspects involved in the travel business and will be of interest to practitioners, scholars, academicians, and students in the field of tourism and hospitality.

As the pace of cultural globalization accelerates, the discipline of literary studies is undergoing dramatic transformation. Scholars and critics focus increasingly on theorizing difference and complicating the geographical framework defining their approaches. At the same time, Anglophone literature is being created by a remarkably transnational, multicultural group of writers exploring many of the same concerns, including the intersecting effects of colonialism, decolonization, migration, and globalization. Paul Jay surveys these developments, highlighting key debates within literary and cultural studies about the impact of globalization over the past two decades. *Global Matters* provides a concise, informative overview of theoretical, critical, and curricular issues driving the transnational turn in literary studies and how these issues have come to dominate contemporary global fiction as well. Through close, imaginative readings Jay analyzes the intersecting histories of colonialism, decolonization, and globalization engaged by an array of texts from Africa, Europe, South Asia, and the Americas, including Zadie Smith's *White Teeth*, Junot Díaz's *The Brief Wondrous Life of Oscar Wao*, Kiran Desai's *The Inheritance of Loss*, Arundhati Roy's *The God of Small Things*, Vikram Chandra's *Red Earth and Pouring Rain*, Mohsin Hamid's *Moth Smoke*, and Zakes Mda's *The Heart of Redness*. A timely intervention in the most exciting debates within literary studies, *Global Matters* is a comprehensive guide to the transnational nature of Anglophone literature today and its relationship to the globalization of Western culture.

Full of data on various sectors and issues—among them finance, tourism, foreign trade, agriculture, and governance—this report on the state of Kerala is designed to benefit businesses, NGOs, and policy makers. While Kerala has a strong economy and is India's most literate state, areas such as human rights and the treatment of women and minorities leave room for improvement. This extensive reference discusses the constraints and challenges faced by Kerala and provides a blueprint for its socioeconomic progress.

*Exploring Travel and Tourism: Essays on Journeys and Destinations* offers a broad treatment of topics in global travel/tourism studies through articles first presented at Travel and Tourism panels at Mid-Atlantic Popular/American Culture Association conferences between 2007 and 2010. Through archival research, close readings and case studies, the authors assembled here examine the significance of travel and the tourist experience over the last two hundred years, from Borneo to Cuba to Niagara Falls, and places in between. The contributions seek to unpack the meanings of nationality, postcolonialism, place, gender, class and the Self/Other dyad as they bump up against the framework of travel studies. Taken together, the articles speak to central issues in current scholarly debates about travel, tourism and culture from various historical, geographical and disciplinary perspectives. The contributions are grouped thematically into three sections. Part I, "The Personal Travel Narrative: Constructing the Self Through Encounters with the Other," offers close readings of travelogues, both published and unpublished. Part II, "Constructing a National Identity Through Tourism," details the ways that nations and states market themselves to tourists. Part III, "The Meaning of Journey; The Meaning of Destination," investigates places, both real and created, and the ways people travel to get to them.

This two-volume set of IFIP AICT 617 and 618 constitutes the refereed proceedings of the IFIP WG 8.6 International Working Conference "Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation" on Transfer and Diffusion of IT, TDIT 2020, held in Tiruchirappalli, India, in December 2020. The 86 revised full papers and 36 short papers presented were carefully reviewed and selected from 224 submissions. The papers focus on the re-imagination of diffusion and adoption of emerging technologies. They are organized in the following parts: Part I: artificial intelligence and autonomous systems; big data and analytics; blockchain; diffusion and adoption technology; emerging technologies in e-Governance; emerging technologies in consumer decision making and choice; fintech applications; healthcare information technology; and Internet of Things Part II: diffusion of information technology and disaster management; adoption of mobile and platform-based applications; smart cities and digital government; social media; and diffusion of information technology and systems

The Routledge Handbook of Cultural Tourism explores and critically evaluates the debates and controversies in this field of Tourism. It brings together leading specialists from a range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on this significant stream of tourism and its future direction. The book is divided into 7 inter-related sections. Section 1 looks at the historical, philosophical and theoretical framework for cultural tourism. This section debates tourist autonomy role play, authenticity, imaginaries, cross-cultural issues and inter-disciplinarity Section 2 analyses the role that politics takes in cultural tourism. This section also looks at ways in which cultural tourism is used as a policy instrument for economic development. Section 3 focuses on social patterns and trends, such as the mobilities paradigm, performativity, reflexivity and traditional hospitality, as well as considering sensitive social issues such as dark tourism. Section 4 analyses community and development, exploring adaptive forms of cultural tourism, as well as more sustainable models for indigenous tourism development. Section 5 discusses Landscapes and Destinations, including the transformation of space into place, issues of authenticity in landscape, the transformation of urban and rural landscapes into tourism products and conservation versus development dilemmas. Section 6 refers to Regeneration and Planning, especially the creative turn in cultural tourism, which can be used to avoid problems of serial reproduction, standardisation and homogenisation. Section 7 deals with The Tourist and Visitor Experience, emphasising the desire of tourists to be more actively and interactively engaged in cultural tourism. This significant volume offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text is international in focus, encouraging dialogue across disciplinary boundaries and areas of study and will be an invaluable resource for all those with an interest in Cultural Tourism. This is essential reading for students, researchers and academics of Tourism as well as those of related studies in particular Cultural Studies, Leisure, Geography, Sociology, Politics and Economics.

The Flavours of Cultural Tourism Management in Kerala and Tamil Nadu European Journal of Tourism Research Volume 1, Issue 1, Year: 2008 International University College

It is book on cultural heritage from the perspective of tourism. With its exploration of the building of the multi-coloured cultural heritage of India, the land of diversity, from the Indus Valley Civilization to the early modern period, problems and prospects of Indian cultural heritage tourism in the global context.

The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co-creation. Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests, the handbook highlights multiple representations and interpretations of the theme. It also integrates a selection of illustrative global case studies to effectively present its chapter contents. Tourism experience drives the contemporary tourist's behavior as they travel in pursuit of experiencing unique and unusual destinations and activities. Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services. This handbook focuses on conceptualizing, designing, staging, managing and marketing paradigms of tourism experiences from both supply and demand perspectives. It sheds substantial light on the contemporary theories, practices and future developments in the arena of experiential tourism management and marketing. Encompassing the latest thinking and research themes, this will be an essential reference for upper-level students, researchers, academics and industry practitioners of hospitality as well as those of tourism, gastronomy, management, marketing, consumer behavior, cultural studies, development studies and international business, encouraging dialogue across disciplinary boundaries.

This volume provides a comprehensive account of the valuable tangible and intangible benefits of the development of heritage tourism. Tourism development is widely acknowledged as a crucial tool to foster the development of rural and urban areas. To this end, this book presents nine case studies from international authors that reflect how tourism development is helpful—economically, socially, and otherwise—for community capacity building. The case studies from the countries of Spain, Portugal, Australia, Dubai, Bangladesh, Nigeria, and India demonstrate the uses of various management strategies and methods for rural and urban areas, and cover some of the major topics related to community-based tourism, community capacity building, and community participation in developing heritage tourism. Chapters consider the conservation of heritage resources and tourism promotion of destinations that provide opportunities to local communities to strengthen their economies and social standards. Key features: water conservation in urban landscape as natural, cultural, and historic tourism resources spiritual and religious heritage tourism cultural tourism and the support of public and private funds economic development and its effect on cultural and natural resources public-private-partnerships to ensure sustainable development talent management challenges tribal tourism and tribal festivals, which are the mirror of their culture and could be major tourist attractions The methodologies and proposed management strategies discussed by the book's researchers and professors will be valuable for policymakers, administrators, tourism promoters, researchers, and academicians who are involved with the tourism industry.

This book fills the void in the area of tourism and destination marketing for Indian students and tourism planners. It is unique in its attempt as it includes tourism marketing in Indian as well as international contexts. It will help students and practit

Bringing together scholars from the areas of tourism, leisure and cultural studies, eco-humanities and tourism management, this book examines the emerging phenomenon of slow tourism. The book explores the range of travel experiences that are part of growing consumer concerns with quality leisure time, environmental and cultural sustainability, as well as the embodied experience of place. Slow tourism encapsulates a range of lifestyle practices, mobilities and ethics that are connected to social movements such as slow food and cities, as well as specialist sectors such as ecotourism and voluntourism. The slow experience of temporality can evoke and incite different ways of being and moving, as well as different logics of desire that value travel experiences as forms of knowledge. Slow travel practices reflect a range of ethical-political positions that have yet to be critically explored in the academic literature despite the growth of industry discourse.

Tourism has been gaining importance in recent decades with its increasing socio-economic, geo-political, and ecological contributions, including its potential contribution to GDP, foreign exchange, and international business. At this juncture, an assessment and analysis of the scope, opportunities, and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries. Global Entrepreneurial Trends in the Tourism and Hospitality Industry is a pivotal reference source that provides conceptualized ideas regarding the scope, prospects, and challenges of tourism and hospitality entrepreneurship. While highlighting topics such as destination tourism, multigenerational travel, and social entrepreneurship, this publication explores the relationship among tourism, hotel management, transportations, international trade, cargo and supply chain management, as well as the inter-linkages among various sectors and sub-sectors of the tourism industry. This book is ideally designed for entrepreneurs, directors, restaurateurs, travel agents, hotel management, industry professionals, academics, professors, and students.

In recent years, there is an increasing awareness on the need to sustain the environment and to protect it from the various damages caused by human activities including tourism. Ecotourism is viewed as a panacea to protect the environment from the negative impact of mass tourism and is considered as a sustainable option to bring employment, income and livelihood opportunities for host communities. This book Ecotourism, Economics and Environment is a compilation of research papers analyzing the economic, social, cultural and environmental impact of tourism in India. The papers focus on the positive effect ecotourism can bring about in making tourism development environmental friendly and sustainable. In general the essays included in this book covers the theoretical aspects related to ecotourism, with a stress on practical issues from a developing countries standpoint and case studies that highlight the stumbling blocks for migration from mass tourism to ecotourism in a developing nation.

This edited volume is a compendium of research papers on the theme "Innovation in Management Challenges and Opportunities in the Next Decade". There were twenty seven papers contributed by academicians and researches and eleven papers contributed by amateur authors. The keynote on the theme given by Dr. T. Alex, Chairman, ISRO throws light on innovation in space technology which is ushering in lot of advancements towards well-being of the society.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO

Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Making an empirical contribution to the understanding of tourism as a development mechanism in poor regions and countries, this book looks at the successes and paradoxes of tourism in this role and considers why tourism as a catalyst for economic development can be a controversial device. It offers a perspective on theoretical frameworks and uses international case studies covering both social and economic aspects. The book is relevant to both tourism practitioners and academics. It consists of 16 chapters, in addition to an introduction, and has a subject index. Exploring the importance of destination branding and destination marketing as well as their implications on sustainability in tourism, this book approaches the topic through the lens of destination image, taking into account the large influence of appearance on tourist attraction. With consideration to various stakeholders in sustainable tourism development, this book incorporates ideas for new techniques in destination branding and marketing in order to maximize economic impact. The book also discusses the rising influence of social media on tourists' interest. Emphasizing sustainability in tourism development, the chapters address a number of important issues, such as post-disaster tourism marketing, culture and heritage tourism, eco-tourism, community-based nature tourism, community involvement in destination development, benchmarking for destination performance evaluation, sustainable food practices in tourism, and more. Each chapter of this book incorporates a quantifiable trend in tourism development, including various paradigms and studies that relay different statistics about certain areas of tourism. The book makes use of case studies for specific destinations and integrates strategies, evidence, and analyses to offer a holistic understanding of the myriad factors involved in sustainable tourism development.

Kerala, perched on the Southern tip of Indian sub continent is an ever green tourist delight. Chosen by God as His own country, Kerala has everything that a tourist looks forward to. Virgin beaches, romantic backwaters, invigorating hill stations, enthralling waterfalls and great historical monuments craft Kerala one of the ten paradises in the world. With moderate climate and civilized people the state is immensely blessed by Mother Nature. If marriages are made in Heaven, what better place to have the ceremony than in God's Own Country? Yes, Kerala is becoming one of the important Wedding Destinations in the world. As a wedding destination Kerala offers you many options as a beach wedding, a house boat wedding or a wedding by the hills. Along with, this historical land is fast becoming a popular MICE destination. Thanks to the numerous facilities available for Meetings, Incentives, Conventions and Exhibitions. With the most sought after professionals and excellent network of hospitals India is becoming the very hot medical tourism destination in the world. It is the land of everlasting festivals and vibrant art forms. The multicultural land with peoples from diverse religions, communities and sects is an abode of prosperous legacy. The year-round festivals proffer golden opportunities to explore the tradition and cultural heritage of this great historical soil. The uniqueness of ayurveda brings the person to a new sphere of rejuvenation. The system is the consequence of vigorous contemplation and researches of great scholars. And, we are equipped for you with a prelude of God's own country. We offer indispensable insights about wedding tourism, MICE tourism, medical tourism, pilgrimage tourism, monsoon tourism, plantation tourism, festivals, art forms, ayurveda and accommodation facilities along with the fascinating destinations under the fourteen districts.

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Tourism to and within India has undergone some important changes in recent years seen by the rising numbers of international tourists and increase in domestic tourism. This has led to the redevelopment and rebranding of many of its destinations as the Indian government has begun to recognise the potential importance of tourism to the Indian economy and has begun to invest in tourism infrastructure. It is also recognised that as its economy continues to grow at a rapid rate, India will also become one of the most important countries in terms of future outbound tourism. Tourism and India is the first book to specifically focus on and fully analyze the issues facing contemporary India both as a destination and a potential source of tourists. The book analyses previous research and applies critical theory to key aspects of tourism in this region and supports this with a wide range of examples to illustrate the key conceptual points. As such the book examines aspects of tourism in India including tourism governance, cultural tourism, heritage tourism, nature-based tourism from the supply side and international tourism, domestic tourism, outbound tourism and the Indian Diaspora from the demand side. This timely book includes original research to offer insights into India's future development in terms of tourism. It will be of interest to students, researchers and academics in the areas of Tourism, Geography and related disciplines.

Health and Wellness Tourism takes an innovative look at this rapidly growing sector of today's thriving tourism industry. This book examines the range of motivations that drive this diverse sector of tourists, the products that are being developed to meet their needs and the management implications of these developments. A wide range of international case studies illustrate the

multiple aspects of the industry and new and emerging trends including spas, medical wellness, life-coaching, meditation, festivals, pilgrimage and yoga retreats. The authors also evaluate marketing and promotional strategies and assess operational and management issues in the context of health and wellness tourism. This text includes a number of features to reinforce theory for advanced students of hospitality, leisure and tourism and related disciplines.

The extensively revised second edition of *Issues in Cultural Tourism Studies* provides a new framework for analyzing the complexity of cultural tourism and its increasing globalization in existing as well as emergent destinations of the world. The book will focus in particular on the need for even more creative tourism strategies to differentiate destinations from each other using a blend of localized 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 inter-relationships 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 contextualize the issues discussed a re-orientation 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 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 maximized 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 of 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.

Heritage is a prized cultural commodity in the marketing of tourism destinations. Particular aspects of heritage are often more actively promoted, with others played down. The representation of heritage in tourism as static and timeless, derived since time immemorial from a distant past, is seductive. In Asia, a major part of the tourism market lies in the sale and consumption of highly orientalized images and versions of culture and history. In India's marketing discourse, the state of Rajasthan symbolizes the nation in its heritage-laden, traditional and most authentic form. These images draw heavily on the British period in India - the Raj. In one sense, this vision of Rajasthan is ennobling, highlighting moments of cultural pride. In another sense, it demeans, by omitting and obscuring salient features of contemporary life. This fascinating book explores the cultural politics of tourism through interdisciplinary perspectives. Carol E. Henderson and Maxine Weisgrau demonstrate that tourism heritage privileges elite histories that recapitulate colonial relationships, compelling non-elites to collude in these narratives of subordination even as they advance their own alternative visions of history.

Delves deep into the Indian as well as international tourism experiences with balanced mix of basic principles of tourism and their application as well as policy implications.

This volume highlights a broad selection of valuable research work by renowned professionals and scientists from academia and the travel industry, bridging academic perspectives and research with practical applications. It provides a wide-ranging vision of a multitude of trends in the global travel and tourism industry today and in the future. Adopting an integrated and interdisciplinary approach, the contributors examine a diverse selection of topics and share their research and exploratory investigations to frame their implications and outcomes. The volume reflects upon the wide-ranging conceptual approaches to the subject of tourism and includes varying paradigms and perspectives on the core elements of the tourism sector. The overall thrust of the book is to provide a required critical depth to tourism studies and to guide the reader through the fundamental themes of tourism, destination marketing, branding, and management. With the vast majority of academic theory on tourism based on 'Western' tourists, *Asia on Tour* illustrates why the rapid growth of travel for leisure and recreation in Asia demands a reappraisal of how tourism is analyzed and understood. Examining domestic and intra-regional tourism, the book reveals how improvements in infrastructures, ever increasing disposable incomes, liberalized economies, the inter-connectivities of globalization and the lowering of borders, both physical and political, are now enabling millions of Asians to travel as tourists. Drawing upon multidisciplinary theoretical perspectives and up-to-date empirical research, the twenty-three accessible essays in this volume indicate why a rigorous and critical study of Asian tourism must become integral to both our analysis of this rapidly transforming region and our interpretation of global tourism in the twenty first century. As a rich collection of essays on heritage and tourism oriented around Asian tourists, *Asia on Tour* will be of particular interest to students and scholars working in the fields of tourism, Asian studies, geography, heritage, anthropology, development, sociology, and cultural and postcolonial studies.

Globalization has proliferated business with numerous challenges and opportunities, and simultaneously at other end the growth in economy, population, income and standard of living has redefined the scope of business and thus the business houses approaches. A highly competitive environment, knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes. Today management and its concepts have become key for survival of any business entity. The unique cultural characteristics, tradition and dynamics of consumer, demand an innovative management strategy to achieve success. Effective Management has become an increasingly vital ingredient for business success and it profoundly affects our day-to-day life. Today, the role of a business houses has changed from merely selling products and services to transforming lives and nurturing lifestyles. The Indian business is changing and so do the management strategies. These changing scenarios in the context of globalization will bestow ample issues, prospects and challenges which need to be explored. The practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these changing scenarios emphasize the need of a broad-based research in the field of management also reflecting in management education. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the management institutes, consultants, practicing managers from industry and government officers. *Understanding Tourism* introduces tourism students to concepts drawn from critical theory, cultural studies and the social sciences. It does so with a light and readable touch, highlighting the ideas that underlie contemporary critical tourism studies in a practical and engaging way. Specifically, the authors examine how post-structuralist thought has led to a re-imagining of power relationships and the ways in which they are central to the production and consumption of tourism experiences. Eleven clear, relevant chapters provide an accessible introduction to tourism

defining, explaining and developing the key issues and methods in this exciting field.

The final installment in the critically-acclaimed trilogy on globalization and art explores the growing dominance of Asian centers of art. This book takes readers on a fascinating journey around five Asian centers of contemporary art and its myriad institutions, agents, forms, materials, and languages, while posing vital questions about the political economy of culture and the power of visual art in a multi-polar world. He analyzes the financial powerhouse of Art Basel Hong Kong, new media art in South Korea, the place of the Kochi Biennale within contemporary art in India, transnational art and art education in China, and the geo-politics of art patronage in Palestine, and he develops a highly original synthesis of theoretical perspectives and empirical research. Drawing on detailed case studies and personal insights gained from his extensive experience of the contemporary art scene in Asia, Professor Harris examines the evolving relationship between the western centers of art practice, collection, and validation and the emerging “peripheries” of Asian Tiger societies with burgeoning art centers. And he arrives at the somewhat controversial conclusion that dominance of the art world is rapidly slipping away from Europe and North America. *The Global Contemporary Art World* is essential reading for undergraduates and postgraduate students in modern and contemporary art, art history, art theory and criticism, cultural studies, the sociology of culture, and globalization studies. It is also a vital resource for research students, academics, and professionals in the art world.

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.

With reference to India.

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