PREFACE

As a child I always enjoyed school field trips to heritage sites where history came alive. I loved learning and still do. By age nine, I had planned my first two-week trip to Europe, precisely to see castles, cathedrals, ancient ruins and lederhosen, although I clearly didn't have the means or ability to undertake such a journey from the United States. My awareness of my own heritage has also deepened with age and somehow drives an interest in my personal patrimony. Now, many years later and after having visited more than 120 countries, I can safely say that I have seen or experienced nearly every type of cultural heritage resource, but I still have not had my fill of it. Much time is spent before each journey learning about local history and living cultures, so that no visit is wasted simply on conferences, meetings or seminars, for there is heritage to explore and places to understand! My interest in the cultural past is not casual; I am, unashamedly, a self-proclaimed heritage fanatic.

For thousands of years people have traveled in search of the past. Even in ancient days, travelers sought out places that by then were ancient! Today, built and living culture is perhaps the most salient draw for tourists the world over. Even some of the most devout sun, sea and sand worshippers will, on occasion, peel away from the beach just long enough to gaze upon built patrimony or immerse themselves in local cultures, or some version thereof. Sport tourists, many of them on a pilgrimage-like journey from one event and venue to another, inadvertently become heritage consumers based on the sport they sample or the arenas they visit. The same could be said of any other sort of tourist as well – there is likely to be some element of heritage and culture to almost every journey taken.

The tourism economies of some places are based entirely on cultural heritage. Other destinations have secondary or tertiary heritage appeal. On a global scale, however, far more than half of all journeys away from home have some connection to living and built culture, or the arts. With a growing realization of the importance of cultural heritage-based tourism on the world stage, increasing numbers of tourism, geography, cultural studies, history and museology programs at colleges and universities are beginning to offer courses, modules and even entire programs in cultural and heritage tourism.

My personal interest in cultural heritage, recognition of the salience and ubiquity of the past as a tourism resource, and the recent boom in academic programs and professional training geared toward the cultural industries, including heritage tourism, are the impetus

for this book. This work endeavors to build a critical awareness of cultural and heritage tourism and its manifold expressions that will help direct scholars in their academic pursuits of knowledge and practitioners in their quest for more effective heritage management.

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