Destination C1 E C2 Macmillan With Key

Plymouth University academic, Dr Charlie Mansfield approaches literary tourism in this book initially from an historical perspective in order to define the phenomenon through a review of the existing academic literature in the field. The forms of literary tourism are analysed to provide a typology and from this the value of literary tourism is explained both from the visitor's point of view and the destination manager's. Current theories underpinning the existing literature on literary tourism, including Bourdieu's concept of cultural capital are reviewed. To extend the current state of research and to answer the research questions a case study of successful urban literary tourism is identified, in Brittany, France. The uses of French literature in literary tourism are reviewed to provide a sound basis on which to examine French texts and tourist destinations. Novel methods of field research are developed to formalise and to make reproducible the methodology for this study and for future work drawing on, and seeking to combine both literary theory and ethnography. Following a pilot study on the French Riviera the full discovery instruments are designed and applied in fieldwork on the case destination, Concarneau, using the detective novel, The Yellow Dog, which is set in Concarneau. Analysis of the findings from this provide a new contribution to the field of literary theory, in the area of reader interpellation, and answer the research questions in the form of a new set of recommendations for DMOs and tourism stakeholders. From the empirical study that used Web 2.0 social media, only available since 2013, an analysis of which novels do stimulate literary tourism is presented for the first time. Out of the research process new methods have been evolved, and are presented in the conclusion, for the DMO to synthesise and leverage digital resources. This provides DMOs with interpretation processes for its managed heritage to use with its local stakeholders in hotels and in tourism businesses. Finally, an innovative conceptualisation of what constitutes tourism knowledge is proposed.

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