



The Business of Tourism: Place, Faith, and History

By -

University of Pennsylvania Press, United States, 2009. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Emphasizing the economic and cultural dimensions of travel, The Business of Tourism explores the enterprises and technologies of tourist activity with a particular focus on tourism as a phenomenon through which nations, regions, and individuals produce and consume experiences. The volume is divided into three sections. Commodifying Place examines how tourist enterprises have helped to create a distinctive sense of identity for specific locales. Engaging Religion addresses the ways in which religion and religious travel have been marketed. Marketing Communism explores the role of tourism present a vigorous, novel, and empirically grounded vision of tourism as a local and global enterprise from the 1860s to the 1990s. They transport readers from Egypt in the 1860s, where Thomas Cook Son laid the foundations for international mass tourism, to Burgundy s gastronomic festivals between the two world wars; from Branson, Missouri, to Belfast, Ireland, in an examination of religion in sightseeing; and in the final leg of the journey, from the Stalinist Soviet Union to post-Soviet...



Reviews

Completely essential read publication. It is really basic but excitement in the fifty percent of the book. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about in the event you ask me). -- Lexie Paucek PhD

Good e-book and beneficial one. I was able to comprehended everything out of this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Mariana Schaden II

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