



Creating and managing experiences in cultural tourism

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Electronic books

Monografía

A key tool in creating a destination experience is the experience economy. This is even more true for cultural tourism experiences since culture's intrinsic values are inherently linked to experiences. The book *Creating and Managing Experiences in Cultural Tourism* aims to provide theoretical and practical background on the experience economy applied in sustainable cultural tourism. This entails a wide range of subjects addressing cultural heritage, creative industries and contemporary culture. Theoretical approaches to experience creation are presented to offer the "rules" of designing the cultural tourism experiences. With inspirational and innovative examples, it provides an insight into the field of cultural tourism from prominent editors, authors and contributors in their respective fields

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Contenido: Creating experiences in cultural tourism: from sightseeing to engaged emotional action / Daniela Angelina Jelincic -- Creating tourism experiences: theoretical foundations / Andrzej Stasiak -- Experience co-creation in the touristscape: the path towards a systematic theoretical construct / Ingeborg Matecic and Dimitri Ioannides -- A practical framework for creating cultural tourism experiences / Teun Den Dekker -- New tools for museums and sites in gaining the young generation for tourism / Lia Bassa -- Education model for experience creation in tourism / Tihomir Jukic, Bozena Krce Miocic and Feda Vukic -- Toward a framework of experience quality assessment in cultural tourism / Dorthe Eide and Lena Mossberg -- Designing cultural tourism experiences as a self-reinforcing system / Anna Trono -- Historic hotels between authenticity, creativity, innovation and participation / Ales Gacnik -- Cultural routes: from cultural to creative tourism / Manuela Graf -- The power of stories in tourism / Nancy Arsenault -- The S plan / Diane Dodd -- Experience tourism in Texan destinations: the marketing side / Eli Avraham -- Emotional experiences towards tourism advertisement in different cultures / Arghavan Hadinejad, Noel Scott and Brent D. Moyle -- Pursued cultural sustainability and sought cultural experiences: host-guest perspectives / Yoel Mansfeld -- Gastronomy as a means to sustainable tourism

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