

## Cultural heritage

edited by Adriana Campelo, Laura Reynolds, Adam Lindgreen and Michael Beverland, Abingdon, Routledge, 2019, xxvii + 242 pp., £45.00 (hardcover), £22.50 (e-book), ISBN 978-1-138-09282-2 (hard book); ISBN 978-1-315-10726-4 (e-book)

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## BOOK REVIEW

**Cultural heritage**, edited by Adriana Campelo, Laura Reynolds, Adam Lindgreen and Michael Beverland, Abingdon, Routledge, 2019, xxvii + 242 pp., £45.00 (hardcover), £22.50 (e-book), ISBN 978-1-138-09282-2 (hard book); ISBN 978-1-315-10726-4 (e-book)

Whether tangible or intangible, cultural values are accepted as one of the basic elements to increase the quality of life and are aggrandizing their importance in economic life. Therefore, it is not surprising that studies on cultural heritage are also augmenting. This book gathers cultural heritage views from different disciplines with examples from Europe, Asia, and Australia. The range of the topics in the book emphasizes the sophistication of cultural heritage. This diversity can be seen also in the variety of professions of the editors and authors. Though the contributors – totally 29 authors – are mainly from management and marketing fields, there are also architects, urban and regional planners, economists, cultural heritage experts, and archaeologists as well as mathematicians and statisticians. The fact that one of the editors, whose main research fields are marketing, management, and governance, has an engineering background indicates the multi-dimensional approach of the book. Moreover, beyond the academicians, the authors are composed of professionals who have experiences on cultural heritage in the public and private sectors.


The book consists of an introduction and 17 chapters, and the inclination of defining the heritage as ‘becoming’ instead of ‘already there’ is clearly followed in the general pattern of the book. In the introductory chapter, the editors summed up the chapters. While the first chapter focused on definitions of heritage management, heritage tourism, and profile/characteristics of heritage tourists via defining ‘heritage’; in the second chapter, it is stated that the opposition towards marketing in cultural heritage professionals is continuing and that it is necessary to establish symbiotic relations from which both sides can benefit. The third chapter is about the relationship between the concept of value and cultural heritage, and the fourth chapter underlines that heritage can be valued and interpreted differently by divergent social segments and therefore that it should be assessed and decided with participation. The main problem stated here is the need to pay attention to the risk that active participation is difficult, and the voice of strong classes is heard more. The fifth chapter, which is on the use of popular cultural elements in addition to traditional ones, is followed by three chapters about authenticity. The first states that the authenticity (especially existential authenticity) and the heritage assets are related to the sustainable consumption in tourism, while the next two chapters indicate that the authenticity in tourism is created through the perception of cultural heritage as a result of interaction between tourists and local population rather than the rational classifications.

The ninth and tenth chapters are related to destination branding and state that the place/destination perceptions of the residents or tourists are influenced by cultural heritage. In the 11th chapter, the question of why today, a more ‘heritage conservative’ approach is being presented is attempted to be explained from economy perspective. This chapter puts forward perhaps one of the most critical propositions of the book that although there is emphasize on heritage protection more, our generation creates much less cultural heritage. But reasons and consequences of this overture has not been examined. The following chapter is devoted to the use of information and communication technologies in cultural heritage management. As a critical point, the chapter highlights that beyond their technical benefits, new technologies may create divergent opportunities that enable a bottom-up perspective in the perception and evaluation process of heritage. Using quantitative research methods, Chapter 13 is analysing visitor segments for the Alto Douro Wine Region Cultural Heritage Site, while in Chapter 14, the fact that neoliberalism can lead to modification, commodification, and corruption of cultural values is scrutinized. Chapters 15 and 17 are devoted to dark tourism. The former states that ironic consumption contributes to the creation of new touristic places, the latter urges on

the necessity of a new perspective and management style for dark tourism due to changes in visitor profile and expectations. Chapter 16 describes the detrimental impacts of illicit trafficking and looting on cultural heritage using the example of Tam Ting Caves (Laos).

Although the title of the book is ‘Cultural Heritage,’ it does not cover many relevant issues as cultural heritage is a sweeping field. Moreover, the book focuses only on the tangible cultural heritage and intangible ones were ‘ignored.’ Furthermore, in many of the chapters, managerial and future academic research recommendations are absent, and there are differences in citation methods throughout the book. In many chapters, APA style is used for in-text citation, but in some chapters, references are given in Chicago Style with numbers. Even in APA style citations, there are differences. In some chapters, references are shown as (author, year; page number), while in some others the page numbers were used for direct quotations only.

Since the book focuses on tangible cultural heritage, it could have been a huge contribution to the literature to include recommendations on the current status and deficiencies of preservation/conservation education. Additionally, the detailed explanation of cultural heritage consumers and tourists (what they expect, how they behave, information about their spending, consuming patterns, etc.) and the possible contributions of cultural heritage to political and economic problems could have been included. In the same way, it would be very useful to explain the possibilities of inter-sectoral cooperation for the protection and development of cultural heritage by revealing the evolution of interaction between technological developments and cultural heritage and to construe harms of other important elements such as war/terror or climate change that threaten cultural heritage. These omissions notwithstanding, this book offers many benefits to public decision-makers, destination managers, and heritage managers. It also provides useful and interesting ideas to undergraduate and graduate students interested in tourism and cultural heritage.

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