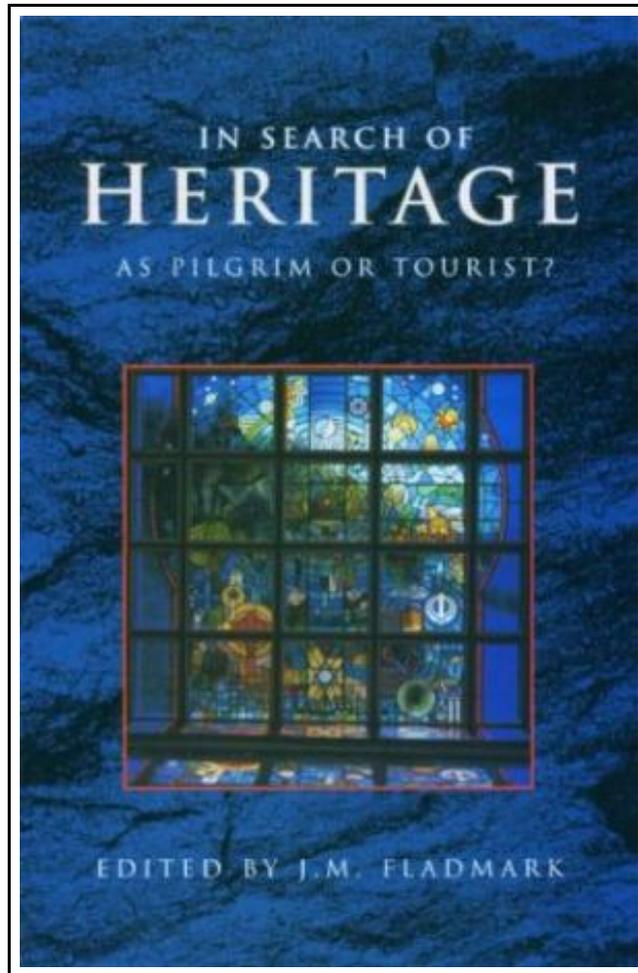


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Reviews

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(Prof. Loyce Runolfsson Jr.)

IN SEARCH OF HERITAGE AS PILGRIM OR TOURIST?: PAPERS PRESENTED AT THE TOBERT GORDON UNIVERSITY HERITAGE CONVENTION 1998



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Donhead Publishing Ltd, Dorset, UK, 1998. Hard Cover. Book Condition: Brand New. Dust Jacket Condition: Brand New. First Edition. The intriguing hypothesis of this volume is that the medieval pilgrim industry was the start of modern tourism. Although triggered by religious motivation, it is argued that pilgrims were equally driven by a desire for adventure, discovery and cultural enrichment. The authors confirm that we can learn much from studying the past, both about the motivation for travel and about how to attract visitors. In a provocative paper, Professor Dean MacCannell of California argues that we are today turning attractions of authentic heritage into minor places by allowing them to be supplanted by commercial dreamworks designed to seduce the tourist and line the pockets of remote corporations. Like the other contributors, he deals with issues of profound interest to policy makers and managers in public agencies, the tourism industry, museums, galleries, at cultural venues, historic and outdoor sites, and to those in consultancy and education. Contents: Foreword Thor Heyerdahl How it all Started Early Routes of Merchants and Soldiers Anne Mustoe In Search of Holy Places Then and Now John Wilkinson The Apostle of Scotland Is it Ninian or Columba? Ian Bradley Two Pilgrim Towns A Quest for St Andrew and St Margaret Jurek Alexander Putter Voices of the Cherubim A Musical Odyssey to Scotland John Purser To Santiago de Compostela A Journey of Remembrance Nicholas Luard St Olav of Norway Reviving Pilgrim Ways to Trondheim Mari Kollandsrud Mementoes to Take Home The Ancient Trade in Souvenirs Godfrey Evans From India to Japan Buddhism Then and Now Brian Burke-Gaffney Japanese Pilgrims to the West Their Impact Since the 16th Century Paul Akria Kadota From Aberdeen to Nagasaki Thomas Blake Glover in Japan Alexander McKay The Arts and Identity From Pilgrimage to...

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