

Cambridge Elements

Elements in Critical Heritage Studies

edited by

Kristian Kristiansen, *University of Gothenburg*

Michael Rowlands, *UCL*

Francis Nyamnjoh, *University of Cape Town*

Astrid Swenson, *Bath University*

Shu-Li Wang, *Academia Sinica*

Ola Wetterberg, *University of Gothenburg*

HERITAGE TOURISM

From Problems to Possibilities

Yujie Zhu

Australian National University



CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781108823395

DOI: 10.1017/9781108914024

© Yujie Zhu 2021

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2021

A catalogue record for this publication is available from the British Library.

ISBN 978-1-108-82339-5 Paperback

ISSN 2632-7074 (online)

ISSN 2632-7066 (print)

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Heritage Tourism

From Problems to Possibilities

Elements in Critical Heritage Studies

DOI: 10.1017/9781108914024
First published online: May 2021

Yujie Zhu
Australian National University

Author for correspondence: Yujie Zhu, yujie.zhu@anu.edu.au

Abstract: As one of the world's fastest-growing industries, heritage tourism is surrounded by political and ethical issues. This research explores the social and political effects and implications of heritage tourism through several pertinent topics. It examines the hegemonic power of heritage tourism and its consequences, the spectre of nationalism and colonialism in heritage-making, particularly for minorities and indigenous peoples, and the paradox of heritage tourism's role in combatting these issues. Drawing from global cases, the study addresses a range of approaches and the challenges of empowerment within the context of heritage tourism, including cultural landscapes, intangible heritage and ecomuseums. The research argues that heritage tourism has the potential to develop as a form of co-production. It can be used to create a mechanism for community-centred governance that integrates recognition and interpretation and promotes dialogue, equity and diversity.

Keywords: politics, empowerment, heritage, tourism, community

© Yujie Zhu 2021

ISBNs: 9781108823395 (PB), 9781108914024 (OC)
ISSNs: 2632-7074 (online), 2632-7066 (print)

Contents

1	Introduction	1
2	A Brief History	9
3	Politics of Heritage Tourism	18
4	Empowerment and Challenges	34
5	Co-production	48
6	Future of Heritage Tourism	62
	Bibliography	65