

CONTENTS

SERIES EDITOR'S FOREWORD	xi
INTRODUCTION: CULTURE AS SOMEWHERE TO GO	1
Bringing 'there' here	2
A short history of cultural display	4
Characteristics of cultural display	7
The duality of cultural display	13
Structure of the book	14
Notes	15
1 A CULTURE OF DISPLAY	16
Display	17
Culture	24
The global and the particular	28
The cultural economy of visitability	34
Class and cosmopolitanism	37
Further reading	40
2 VIEWS FROM THE HOTEL WINDOW	41
Culture and tourism	43
Tourists, visitors, travellers	47
Tourism, inequalities and difference	48
Hosts, guests and cultural imperialism	53
Being ourselves for you	57
Beyond authenticity	63

viii | CULTURE ON DISPLAY

Notes	65
Further reading	66

3 | CITIES ON DISPLAY 67

Cities are fun; cities are different	68
The global, the local and the marketing of place	73
The problems of urban culturalization	80
A tale of two make-overs	84
Further reading	92

4 | THEMING CULTURE, THEMING NATURE 93

From expositions to theme parks	95
Theme parks today	98
Discovering the art in nature	107
Further reading	117

5 | HERITAGE SOCIETY 119

The turn to the past	119
Heritage critiques	133
A second life as display: heritage as political-economic asset	136
Heritage as voice of the people?	139
Further reading	143

6 | OUT OF THE GLASS CASE 144

Museums and culture	145
Art, ethnicity and identity	154
The folk, the people and the 'other within'	156
Desperately seeking visitors	160
New approaches to display: from objects to experiences	165
Notes	168
Further reading	168

7 | VIRTUAL DESTINATIONS 170

The Internet as visitable space	171
Four kinds of virtual tourism	174
Internet use as non-corporeal travel	176
Virtual destinations	177
Virtual museums	184
A digital alternative to tourism?	186
Conclusion	191

Notes	194
Further reading	194
GLOSSARY OF KEY TERMS	195
REFERENCES	199
WEBSITES	215
INDEX	217