## Contents

1	Introduction Glenn Hooper	1
2	'My Place or Yours?' Reconciling Tourist and Local Needs in the Regeneration of Glasgow through Culture and Heritage  Mark O'Neill	17
3	Promoting the Sacred: The Potential for Pilgrimage-Touristic Growth in Wales—A Theoretical and Applied Analysis Simon Thomas	37
4	Heritage Tourism and the Commodification of Contested Spaces: Ireland and the Battle of the Boyne Site Ruth McManus and Gerry O'Reilly	53
5	Millstone Grit, Blackstone Edge: Literary and Heritage Tourism in the South Pennines, England Karl Spracklen	<i>7</i> 1

6	Transforming Waterways: The Tourism-Based Regeneration of Canals in Scotland  J. John Lennon	85
7	Welsh Heritage and Cultural Tourism: Engendering Community Regeneration and Environmental Sustainability in the Lower Swansea Valley <i>Kathryn E. Flynn</i>	99
8	Rural Heritage and Tourism in Ireland: A Co. Mayo Case Study Catherine Kelly	113
9	Interpreting Cultural Landscapes in the North York Moors Simon Woodward and Sarah Oswald	127
10	'Anything You Want It to Mean'? Scotland's Changing Heritage Landscape  Ian Donnachie	145
11	Selection and Deselection of the National Narrative: Approaches to Heritage through Devolved Politics in Wales David Howell	161
12	Tourism, Heritage and Conservation in the Irish Midlands: The Workhouse Centre, Portumna  Glenn Hooper	177
13	'Where Do Heritage Trails Go to Die?' Stepping Out at the British Seaside Paul Gilchrist	195

14	Engaging the Scottish Diaspora: Memory, Identity and Place Tawny Paul	213
15	Digging Up the Past in Gwynedd: Heritage Research Tourism in Wales Katharina Möller and Raimund Karl	229
16	Heritage as the USP for Tourism in Northern Ireland: Attraction Mix, Effective Storytelling and Selling of a Dark Past Stephen W. Boyd	245
17	Museums and Tourism: Time to Make Friends Graham Black	263
Index		279