



Irish Tourism: Image, Culture and Identity (Tourism and Cultural Change)

Barbara O'Connor, Michael Cronin

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For many years Ireland has been a popular tourist destination and tourism has been one of the most significant social, economic and cultural forces in Irish society. *Irish Tourism: Image, Culture and Identity* engages with major national and international debates on contemporary tourism through cutting-edge research. The book explores the multi-faceted nature of this important phenomenon, drawing on current work in sociology, cultural studies, ethnography, and language studies. For those who theorise about tourism and those who make practical day-to-day decisions on tourism policy, *Irish Tourism* will provide invaluable insights into historical and contemporary tourist representations, practices and impacts. In addressing issues such as the relationship between the local and the global in tourist settings, the construction of tourist imagery and products, and the development of tourism policy, contributors to *Irish Tourism* offer an innovative and critical analysis of the impact of global tourism on a small country. This book will be indispensable reading for students and scholars in Tourism Studies and Irish Studies and will also be essential for students of sociology, cultural studies, geography, languages and anthropology.

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