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Sommario/riassunto

This book explores the links between tourism and festivals and the various ways in which each mobilises the other to make social realities meaningful. Drawing upon a series of international cases, festivals are examined as ways of responding to various forms of crisis - social, political, economic - and as a way of re-making and re-animating spaces and social life. Importantly, this book locates festivals in the constantly changing, socio-economic and political contexts that they always operate in and respond to - contexts that are both historical and modern at the same time. Tourism is bound closely together with such contexts; feeding and challenging festivals with audiences that are increasingly transient and transnational. Tourism interrogates notions of ritual and tradition, shapes new spaces and creates, and renews, relationships between participants and observers. No longer can we dismiss tourists simply as value neutral and crass consumers of spectacle, nor tourism as some inevitable commercial force. Tourism is increasingly complicit in the festival processes of re-invention, and in forming new patterns of social existence.
