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Nota di contenuto	Frontmatter -- Contents -- List of Figures and Tables -- Contributors -- Preface -- Chapter 1. The Extent and Significance of Rural Festivals -- Chapter 2. Histories of Agricultural Shows and Rural Festivals in Australia -- Chapter 3. Rural Festivals and Processes of Belonging -- Chapter 4. Local Leadership and Rural Renewal through Festival Fun: The Case of Snow Fest -- Chapter 5. Economic Benefits of Rural Festivals and Questions of Geographical Scale: The Rusty Gromfest Surf Carnival -- Chapter 6. Greening Rural Festivals: Ecology, Sustainability and Human–Nature Relations -- Chapter 7. Performing Culture as Political Strategy: The Garma Festival, Northeast Arnhem Land -- Chapter 8. ‘Our Spirit Rises from the Ashes’: Mapoon Festival and History’s Shadow -- Chapter 9. Birthday Parties and Flower Shows, Musters and Multiculturalism: Festivals in Post-War Gympie -- Chapter 10. On Display: Ravensthorpe Wildflower Show and the Assembly of Place -- Chapter 11. Elvis in the Country: Transforming Place in Rural Australia -- Chapter 12. Marketing a Sustainable Rural Utopia: The Evolution of a Community Festival -- Chapter 13. Chill Out: A Festival

'Out' in the Country -- Chapter 14. Bring in Your Washing: Family Circuses, Festivity and Rural Australia -- Chapter 15. Culturing Commitment: Serious Leisure and the Folk Festival Experience -- Chapter 16. Tartans, Kilts and Bagpipes: Cultural Identity and Community Creation at the Bundanoon is Brigadoon Scottish Festival -- Chapter 17. What is Wangaratta to Jazz? The (Re)creation of Place, Music and Community at the Wangaratta Jazz Festival -- Index

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## Sommario/riassunto

Festivals have burgeoned in rural areas, revitalising old traditions and inventing new reasons to celebrate. How do festivals contribute to tourism, community and a rural sense of belonging? What are their cultural, environmental and economic dimensions? This book answers such questions - featuring contributions from leading geographers, historians, anthropologists, tourism scholars and cultural researchers. It draws on a range of case studies: from the rustic charm of agricultural shows and family circuses to the effervescent festival of Elvis Presley impersonators in Parkes; from wildflower collecting to the cosmopolitan beats of ChillOut, Australia's largest non-metropolitan gay and lesbian festival. Festivals as diverse as youth surfing carnivals, country music musters, Aboriginal gatherings in the remote Australian outback, Scottish highland gatherings and German Christmas celebrations are united in their emphasis on community, conviviality and fun.

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