

1. Record Nr.	UNISA996433049703316
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Titolo	Heritage and Romantic Consumption in China / Yujie Zhu
Pubbl/distr/stampa	Amsterdam : , : Amsterdam University Press, , [2018] ©2018
ISBN	90-485-3682-0
Descrizione fisica	1 online resource (169 pages)
Collana	Asian Heritages ; 4
Disciplina	338.4/79151
Soggetti	Soziokultureller Wandel Tourismus Idealisierung Brauchtum Kulturerbe Nationale Minderheit Tradition (Philosophy) Heritage tourism Heritage tourism - China Electronic books. China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 151-159) and index.
Nota di contenuto	Frontmatter -- Table of Contents -- List of Illustrations -- Prologue: Somewhere in Time -- 1. Introduction -- 2. Stage -- 3. Scripts -- 4. Local Actors -- 5. Guests -- 6. After the Show -- 7. Conclusion -- Epilogue: The Show Must Go On -- Acknowledgments -- Bibliography -- Index
Sommario/riassunto	The drums beat, an old man in a grand robe mutters incantations and three brides on horseback led by their grooms on foot proceed to the Naxi Wedding Courtyard, accompanied, watched and photographed the whole way by tourists, who have bought tickets for the privilege. The traditional wedding ceremonies are performed for the ethnic tourism industry in Lijiang, a World Heritage town in southwest China. This book examines how heritage interacts with social-cultural changes and

how individuals perform and negotiate their identities through daily practices that include tourism, on the one hand, and the performance of ethnicity on the other. The wedding performances in Lijiang not only serve as a heritage 'product' but show how the heritage and tourism industry helps to shape people's values, dreams and expectations. This book also explores the rise of 'romantic consumerism' in contemporary China. Chinese dissatisfaction with the urban mundane leads to romanticized interests in practices and people deemed to be natural, ethnic, spiritual and aesthetic, and a search for tradition and authenticity. But what, exactly, are tradition and authenticity, and what happens to them when they are turned into performance?

2. Record Nr. UNINA9910698356903321

**Titolo** Aging and your eyes

**Pubbl/distr/stampa** Gaithersburg, Md, : National Institute on Aging

**Lingua di pubblicazione** Inglese

**Formato** Materiale a stampa

**Livello bibliografico** Monografia