Chapter 1
Changing Spaces in Historical Places

Nicholas Wise and **Takamitsu Jimura**

Abstract Urban regeneration is often regarded as the process of renewal or redevelopment of spaces and places. Investments in tourism, especially in post-industrial cities/wider regions, are part of nascent regeneration strategies linked to transitioning economic bases. But there is a need to look at tourism and urban regeneration with a particular focus on cultural heritage. Cultural heritage consists of tangible heritage (such as historic buildings) and intangible heritage (such as events). The wider need and impact for such work is because places (destinations) change (regenerate) to keep up with the shifts in demand so to maintain a competitive advantage in an increasingly expanding global economy. Moreover, places need to keep up with the pace of global change or they risk stagnation and decline, especially since increased competition is resulting in increased opportunities and choice for consumers. This book will critically frame these mutually interrelated areas by incorporating interdisciplinary perspectives across a range of international cases to assess and address contemporary approaches by considering the influence of cultural heritage on urban regeneration to create or recreate tourism. The chapters in this book include cases from: Bosnia and Herzegovina, Brazil, Cambodia, Canada, China, Estonia, India, Japan, Scotland and the United States of America, with one chapter discussing a number of countries in the Southern African Development Community region. The chapters build on a range of theoretical perspectives of space and place to critically evaluate the practice, impacts, legacies and management of tourism within specific contexts pertinent to cultural heritage and urban regeneration.

Keywords Tourism · Cultural heritage · Urban regeneration · Urban change

N. Wise (✉) · T. Jimura
Liverpool John Moores University, Liverpool, UK
e-mail: N.A.Wise@ljmu.ac.uk

T. Jimura
e-mail: T.Jimura@ljmu.ac.uk

1.1   Introduction

There are attractions that are synonymous with a particular place, and there are attractions that help shape, promote places and/or transform popular imaginations. Tourism studies and tourism management studies have become holistic areas of research, but there is a need to continue building on and relating insight from interdisciplinary areas to continue challenging us to diversify critical perspectives when it comes to understanding change and development in urban destinations. This book relates tourism and cultural heritage with tourism and urban regeneration to challenge us to think about tourism management, policy and planning in contemporary times. Chambers (1997) focuses on tourism and culture, while Urry and Larsen (2011) supplement this point when speaking about the significance of heritage to destinations. Moreover, Urry and Larsen (2011) note that some countries are continually designating places as heritage sites, and such reinventing of spaces or buildings/structures as attractions is a form of regeneration, whether for the purpose of a physical makeover or to enhance a place's image (see also Millar 1989; Richards 2001; Smith 2007; Lak et al. 2019). While tourism is a driver for change, this means we need to look at chance from the standpoint of urban planning which is where the consideration of urban regeneration helps us consider changing spaces in tourism places (see Wise and Harris 2017; Shoval 2018). There are cultural and heritage attractions that challenge us to consider wider and critical meanings, sometimes contesting how we perceive their impacts on a destination and/or how society and tourists interact with and around them. Thus, the cases explored in this book will help reflect on the interconnectedness of tourism, cultural heritage and urban regeneration and how understandings differ across a range of international cases.

We live in a world that is continually undergoing change. City planners and policymakers find themselves facing a dilemma, they either need to find the funds to enhance or upgrade infrastructures, or if a place resists they run the risk of continued stagnation (Richards and Palmer 2010; Wise and Clark 2017). Given the rise of cities in the Middle East, East Asia and Latin America (as popular destinations and hosts of mega-events), cities in Europe and North America, especially, are finding that keeping up with the pace of global change requires (almost) inexhaustible funds (see Wise 2020). This can limit the ability to regenerate in some places, but for many places change is needed if a destination is to develop and build a new tourism economy. While change is oftentimes about focusing on the future, urban planners and policymakers often take inspiration from the past so that changing spaces help fulfil or restore some semblance of the past in a way that helps build a destination or a newly defined (or even reinvented) attraction for the purpose of creating or enhancing tourism opportunities. Impacts are broad, and can be both social and economic. Social in the way that a places history is about civic pride and celebrating the past so that people can reflect on changing times (Cresswell 2015), and contemporary regeneration strategies are seeking creative ways of building in these narratives of a places unique or symbolic local, regional or national past (see Edensor 2002; Palmer 1999). Preserving history can help educate, shape awareness and/or generate pride

in place—may this be based on a collective cultural heritage that has been once again designated and/or regenerated. The economic gain, then, is based on visitation to attractions, whereby a new local or regional tourism economy brings life back to spaces that may have eroded, been forgotten or have fallen into disrepair. While economic regeneration brings opportunities, it can also, however, create division between those who have the means to invest and access and those who cannot. While history and a place's cultural heritage can be portrayed as collective, urban regeneration can be seen as inclusive, and inclusion/exclusion in changing spaces conforms to neoliberal agendas, and thereby the consumerisation of a place product is marketed and promoted as a tourism destination or visitor attraction.

1.2 Urban Change

Urban regeneration is often regarded as the process of renewal (or redevelopment) of spaces and places (Wise and Harris 2017), and this change can have significant impacts on culture and society (Hénaff 2016; Leary-Owhin 2016). Investments in tourism, especially in post-industrial cities/wider regions are part of nascent regeneration strategies linked to transitioning economic bases. But there is a need to look at tourism and urban regeneration with a particular focus on cultural heritage. Cultural heritage consists of tangible heritage (such as historic buildings) and intangible heritage (such as events) (Jimura 2019). The wider need and impact for such work is that places seek change to keep up with the shifts in demand in the global economy in order for places to maintain a competitive advantage. Moreover, places need to keep up with the pace of global change or they risk decline and stagnation as increased competition is resulting in increased opportunities and choice for consumers (see Richards and Palmer 2010; Wise and Clark 2017). Usually, regeneration occurs with a certain degree of spatial transformation. Hence, it is important to consider physical regeneration such as the conversion of industrial sites to retail spaces or museums. Such conversion is also regarded as the change in the main purpose of places from those for 'production' to those for 'consumption' (Jimura 2019). Moving from production to consumption reflects the shift in the main industry from the secondary to the tertiary sector, both of which are prominent in developed countries. There can be a range of benefits and opportunities brought about through regeneration, including social impacts for communities or new investments and developments that can influence how people interact in transformed spaces. Moreover, intangible cultural heritage such as festivals or events is also vital for cultural democracy and culture-led regeneration. The challenge is many of these benefits are broadly suggested and recent work is challenging researchers to look beyond the 'promoted' wider impacts and consider how local changes (regeneration strategies) are directly impacting people (see Cowan 2016; Wise and Maguire 2019).

Cities and regions around the world are looking for new ways to increase opportunities to attract visitors, enhance place image and strengthen destination competitiveness. Investing in cultural heritage is thus an important driver when in comes to

changing spaces in historical places. Therefore, the purpose of this edited book is to bring together a collection of papers that link critical perspectives of cultural heritage and to consider how this is an influence, impact or direct result of urban regeneration. Focusing on tourism will help to link these areas of inquiry and academic debate, as investments in tourism are inherently linked to regeneration planning and heritage management. This book will thus critically frame these mutually interrelated areas by incorporating interdisciplinary perspectives across a range of international cases to assess and address contemporary approaches of the influence of cultural heritage on urban regeneration to create or recreate tourism in the places explored in this edited collection. Cultural heritage is often comprehended as interpretation and usage of the past in the current context. Thus, it is momentous for us to explore the meaning and role of cultural heritage in relation to tourism and urban regeneration that have the ever-changing nature as contemporary phenomena.

As tourism becomes an increasing part of urban planning agendas, this will continue to have a profound impact on local heritage and local living environments (Nofre et al. 2018; Wise et al. 2019). While investments and new touristic activity can increase consumption, critical urban scholars warn us about increased economic disparity that results, as well as social exclusion, and ignoring (or leaving behind) communities that are struggling (see Lefebvre 1991; Mitchell 2003; Harvey 2012). Moreover, Leary-Owhin (2016, 328) argues that change and consumption creates "neoliberal provoked fatalistic pessimism". Wise et al. (2019, 684), focusing specifically on tourism and the presentation of particular urban heritages in Rio de Janeiro, Brazil, highlight city planners, tourism officials and business owners are designing creative ways of "leveraging culture, heritage and increasing tourism consumption as part of urban change". Clark (2011) argues that because the entertainment, tourism and leisure industries are based around consumption, these are thus inherently key drivers of urban change and development because the amenities put in place entice visitors. Moreover, this point made by Clark (2011) aligns with Sepe and Di Trapani's (2010) and Markusen's (2014) assessments that these industries are drivers of creative urban change. Nofre et al. (2018) are very critical of this concept as tourism as a driver of urban change is subsequently causing social change—and this disrupts local and everyday life for residents. As more tourists enter an area and extend beyond its sustainable carrying capacity, we then begin to enter into discussions and debates concerning over-tourism, which is a key focus point among scholarly work concerning with urban tourism development, as evident in the edited collection by Shoval (2018) and a critical review of work by Novy and Colomb (2019), with both works focusing on urban tourism planning. While these debates are beyond the scope and focus of this book, it is important to acknowledge these critical directions because tourism-led urban change and development is done so for the purpose of increasing consumption, which in turn is the economic driver of change that allows places (destinations) to maintain a higher level of competitiveness.

1.3 Tourism, Cultural Heritage and Urban Regeneration

This book considers the overlaps between tourism, cultural heritage and urban regeneration. The chapters in this book each focus on a city (or a few cities) and thier respective cultural heritage attractions that have seen regeneration initiatives or strategies play a defining role in the building of a new tourism product. The result is a new local or regional tourism economy that aligns with urban policy initiatives in each case discussed. The later chapters consider several cities and the explore the expanded impact on the wider region, including the greater urban area as well as surrounding rural areas and smaller towns.

Figure 1.1 conceptualises the overlaps between tourism, cultural heritage and urban regeneration. If we first consider tourism, a place's unique cultural heritage is a driver of that place's local tourism industry. The focus here is disseminating the story to wider audiences and using cultural heritage to educate tourists and to help narrate to visitors a destination's history and past. When a city invests in urban regeneration, the focus is often image enhancement (see Spirou 2011; Cowan 2016; Wise and Harris 2017). Regeneration refers to place change, and enhancements are about increasing destination competitiveness (Mulec and Wise 2013), which, in turn, is based on investments for the purpose of economic gain and impact (see Smith 2012; Wise 2016). However, when we align urban regeneration with cultural heritage, the emphasis shifts to local impacts based on preserving (local) place narratives. There
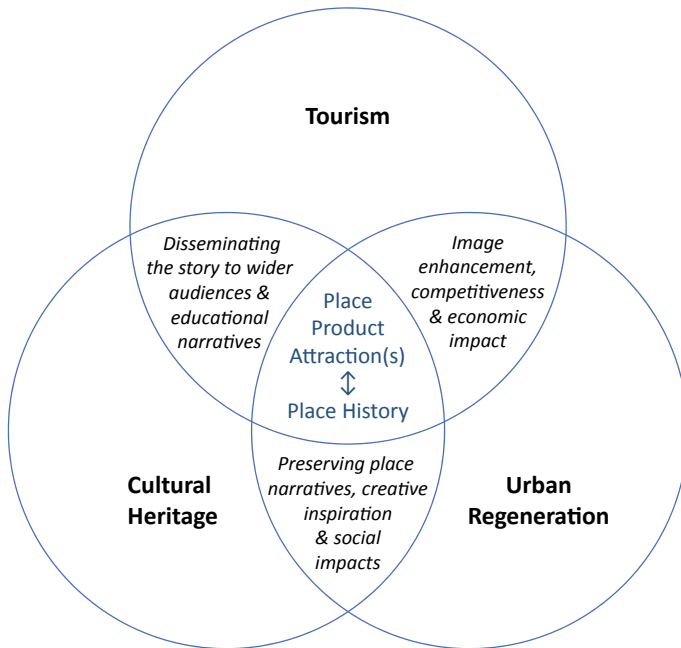
Fig. 1.1 Framing the overlaps between tourism, cultural heritage and urban regeneration

is also a focus on creative inspirations when using cultural heritage for the purpose of tourism-led regeneration (see Uysal 2012). But to local residents, urban change that embraces a place's cultural heritage is an attempt to increase pride in that place, which is a social impact (Jimura 2019). When we consider the overlap of all three areas, changing spaces in historical places is an opportunity to leverage a place's history for the purpose of creating place product attraction(s). In other words, investing in cultural heritage is a chance to enhance a place's/destination's historical portfolio and product offering, which are key attractions in a city for tourists who visit, they become unique areas for local residents and new jobs are created. These are also areas that are explored in this collection.

To give some examples that are not included as a case chapter in this book, we start with the city where the two editors (and authors of this introductory chapter and the concluding chapter) reside, Liverpool, England. Liverpool was a city suffering from decades of stagnation and decline (Spirou 2011; Liu 2014). As the city prepared to host the 2008 European Capital of Culture (ECoC), Liverpool commenced an extensive regeneration effort that saw much of the city's waterfront and central areas fully redeveloped. The regeneration of Liverpool was extensive and was the ECoC with the highest investment and operating expenditure compared to other host cities, spending more than twice on their event as other cities (Richards and Palmer 2010), with much of the focus on spaces of Liverpool's prominent cultural heritage that would not only prepare the city to host ECoC 2008, but more importantly establish a new city image so to build a sustainable tourism legacy post-2008. Concerning tourism, cultural heritage and urban regeneration of Liverpool, it should also be noted that six districts in the historic centre and docklands of Liverpool was added to the World Heritage List in 2004 as Liverpool—Maritime Mercantile City (UNESCO n.d.). Although its World Heritage status must have been, (and continues to be), beneficial for tourism in Liverpool, the World Heritage Site has been on the List of World Heritage in Danger since 2012 mainly due to the extensive waterfront development plan (Jimura 2019). This signifies that Liverpool may lose its World Heritage status in the near future due to its urban regeneration policy and strategy (Fig. 1.2).

In drawing inspiration concerning the connections from these themes based on where we (the editors of this book) both currently reside, we step back to consider some observations from our origins. Nicholas Wise comes from Lancaster County, Pennsylvania and observes these overlaps in the areas around Independence Hall in Philadelphia. Takamitsu Jimura comes from the Kansai region of Japan and observes these overlaps in the areas around Kyoto railway station in Kyoto City, Kyoto Prefecture.

Philadelphia, like many large cities in the mid-Atlantic region in the northeast of the United States, experienced much decline since the mid-1970s (Neumann 2016). Many cities in the United States in the early-1990s through to the early-2000s were regenerating city centre areas by building downtown (close to city centre) sports stadiums (Newsome and Comer 2000). However, Philadelphia city planners bypassed the common central city stadia approach and instead invested in enhancing space
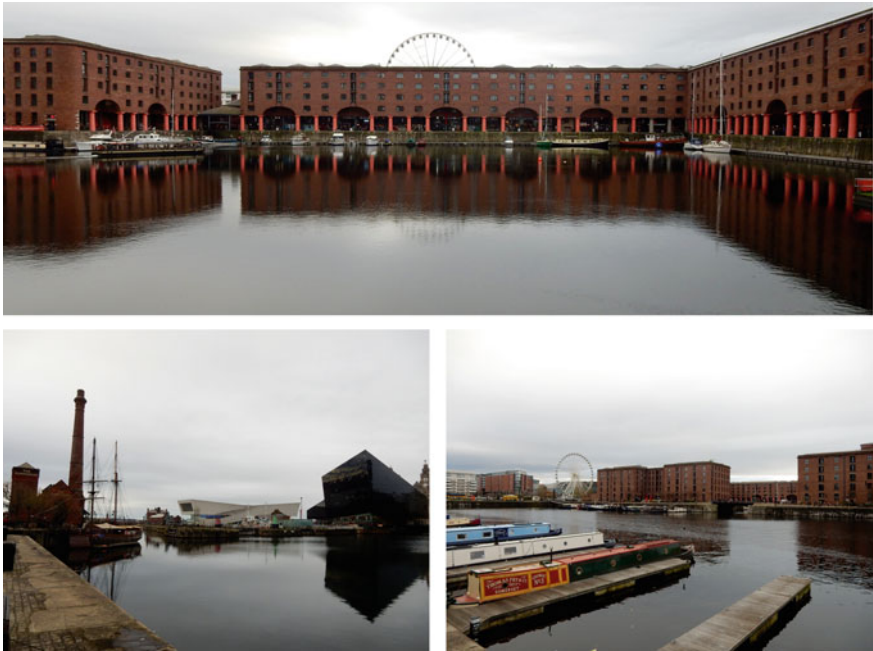
Fig. 1.2 Regeneration of and around the Albert Dock in Liverpool, England (photographs by Nicholas Wise)

in the city's downtown that was specific to the history of Philadelphia: Independence Hall and the three-block areas of Independence Mall. Independence Hall and Independence Mall with the Liberty Bell is an attraction that continues to stimulate patriotic enthusiasm as important national landmark of United States constitutional history (Mires 2002). The designation of Independence Hall as a historic site dates back to the 1930s and officially became a historic site in 1943 (Greiff 1987). The city of Philadelphia, working with the Olin Partnership, commenced a plan in the year 2000 to revive the Independence Mall area and its immediate surroundings (Smith 2017). The area needed redevelopment as it was just adjacent to centre city and a few city blocks away from the Delaware River. To enhance the area city planners and urban developers focused on the iconic American historical building Independence Hall and Independence Square, and from this point enhanced the aesthetics by restoring park space to the north and east of this square. This according to Smith (2017) made the "space both more welcoming and better trafficked". The concern was spaces in this area were unwelcoming and by enhancing this and surrounding spaces into areas for consumption and leisure, this attracted businesses and new urban residents give this part of the city a new presence again. Thus, investments in tourism opportunities including the Independence Visitor Centre gave planners and investors momentum to leverage Philadelphia's cultural heritage and regenerate Independence Mall (Fig. 1.3).

Fig. 1.3 Independence Mall green area, which is part of Independence National Historical Park in Philadelphia, Pennsylvania, United States of America; Independence Hall can be seen in front of the high rise buildings (photograph by Nicholas Wise)

Concerning the case noted in Japan, Kyoto City is an ancient capital of Japan and one of the most popular tourist destinations in Japan for both domestic and overseas tourists. The city is full of tangible (e.g. shrines and temples) and intangible (e.g. traditional festivals) cultural heritage. Such cultural heritage is what local residents have been proud of and has been working as the city's main attraction factors for tourists. In Kyoto, shrines and temples are scattered around the city and contemporary commercial districts have often been developed near these historic properties. This testifies the absence of a 'historic centre' in cities and towns in Japan (Jimura 2019). The most established example of the coexistence of modern and historic tangible cultural heritage within a specific geographical area is the Kawaramachi/Gion district, encompassing the Yasaka Shrine, located in the city centre of Kyoto. In addition to the Kawaramachi/Gion district, today Kyoto City has another major contemporary commercial district that has been developed since the middle of 1990s. This is the Kyoto railway station district situated in the south of the city centre. This district includes cultural heritage sites such as Toji-temple, Higashi Hongan-ji temple and Nishi Hongan-ji temple. Unlike the Kawaramachi/Gion district, this district was rather neglected and was not seen as a main commercial district of Kyoto City, although there had been some modern commercial structures (e.g. Kyoto Tower built in 1964). However, the completion of the fourth-generation Kyoto Station Building in

Fig. 1.4 Fourth-generation Kyoto Station Building (photograph by Takamitsu Jimura)

1997 altered the nature of this district dramatically (shown in Fig. 1.4). The building is famous for its contemporary design and has a wide variety of commercial spaces and functions such as retail shops, restaurants, cafes and a department store. Together with existing commercial facilities nearby, the building has developed the district into the other key contemporary commercial district of Kyoto City, which involves tangible cultural heritage such as temples and has been serving for tourists as the main gateway to Kyoto City.

These are just a few examples of the overlaps between cultural heritage and urban regeneration of the purpose of increasing tourism opportunities, but they are examples that us as editors think about in the places where we work and where we are from, and we encourage readers to consider such impacts and changing landscapes in the places where they reside. Moving on, from these examples discussed here at the start of this book, we get a sense of how cities continually seek creative ways to leverage unique cultural heritage aimed at improving city image or to physically enhancing areas suffering from decline or in need of change. Urban decay means spaces that once symbolised cultural significance need to seek alternative solutions through investments or risk subsequent decline. Thus, reproducing heritage as part of wider regeneration strategies becomes a suitable response to retain places using cultural heritage to drive nascent tourism opportunities. Regeneration can be aimed at overcoming industrial decline or upgrading existing attractions to enhance competitiveness. The focus of each chapter in this book is on some semblance of cultural

heritage that drives change in urban spaces. Cultural heritage also plays a crucial role in tourism. Tourism and cultural heritage work together in the process of urban regeneration, causing tangible and intangible changes in historical places. This edited book will have a wide readership, intended for students studying urban studies, human geography and international tourism management, as well as academic conducting research in and across these areas, and we encourage readers to build on and/or challenge perspectives using a range of disciplinary considerations, critical theories or proposed practical solutions.

To contribute to the existing bodies of research knowledge within and across these areas of study, there is not a current book that focuses specifically on the link between cultural heritage and urban regeneration and how these influence and impact tourism. Several collections have offered critical in-depth analyses of cultural heritage and tourism (e.g. Timothy and Boyd 2003; Timothy 2011; Jimura 2019) and tourism and regeneration (e.g. Smith 2007; Spirou, 2011; Gravari-Barbas and Guinand 2017). Therefore, building on these previously published works, there is a need to address and assess understandings linking these distinctly developed areas of research in an international collection that will present similarities and differences across the range of cases explored in this book. The work edited by Smith (2007), published more than a decade ago, has relevance, and the topic is revisited exploring a more specific focus on heritage tourism.

There is also not a book in The Urban Book Series by Springer with tourism in the title (at the time or editing), showing that no book to this point has taken such a specific focus. We proposed this book because we are editors feel that this focus and joining of areas is needed because tourism is not always at the forefront of research inquiry, especially in cities undergoing significant change and regeneration. A collection edited by one of the proposing editors (Clark and Wise 2018) included some cases on tourism in chapters, but the focus did not fully explore the areas of tourism, cultural heritage and regeneration at once as what this book aims to explore and contribute. There are books in the Urban Book Series focusing on urban heritage (Šćitaroci et al. 2019) and the management of urban heritage (Colavitti 2018), but neither develop the focus on how cultural heritage as tourism products drive urban regeneration.

Therefore, the contribution of this work is aimed at merging areas of research that are often approached independently. The inspiration from the work comes from the expertise and research areas of the editors and authors of this introduction. Takamitsu Jimura specialises on tourism and cultural heritage (e.g. Jimura 2010, 2011, 2015, 2016, 2019) and Nicholas Wise has developed a stream of research on tourism and urban regeneration (e.g. Wise and Mulec 2012, 2015; Perić and Wise 2015; Wise et al. 2015; Wise 2016, 2018; Wise and Clark 2017; Wise and Harris 2017; Wise and Perić 2017; Aquilino et al. 2019; Wise et al. 2019). The editors also collaborated on work linking urban tourism (see Wise et al. 2019) and place heritage. We have observed a critical gap and determined that there was a need to join these areas of research and dedicate a collection combining cultural heritage and urban regeneration with tourism as a driver and inspiration for change.

1.4 Outline of Chapters

This book brings together 12 chapters that each presents a different case focusing on tourism, cultural heritage and urban regeneration. The goal was to make the book as internationally diverse as possible by including cases dispersed around the world. We asked each author to focus on cultural heritage in a particular tourism destination and how this plays a role in urban (and in some cases regional) regeneration, or links to an urban regeneration policy agenda. We were flexible with how authors made the link to urban regeneration, may this be tangible, related to image regeneration, changing place attitudes or new perceptions of a destination, as regeneration refers to some impact of change. Given the flexibility concerning how urban regeneration is addressed in each chapter, the focus on urban regeneration is at the core of the contributions in this collection and helps define the focus of this book to the wider audience of academics and policymakers—so to align the conceptual and practical understandings of changing spaces in historical places. Spaces or areas of a city that undergo extensive transformations are areas targeted by city officials, policymakers and/or private investors to enhance a place's reputation or create new opportunities for consumption in and around destination visitor attractions. Consumption may be in the form of general leisure or for tourism. In many of these urban areas that we see regenerated for the purpose of tourism, there is oftentimes some link to a place's heritage, may this be cultural heritage or industrial heritage (that reflects the social and cultural fabric of a place), and it must also be noted that heritage can be both tangible and intangible. To give an overview of each chapter, this introduction chapter has started by offering some conceptual directions and overlaps concerning the need to focus on tourism, cultural heritage and urban regeneration.

Chapter 2 by *John C. Henshall* titled **Clarksdale, Mississippi: Downtown Regeneration, Cultural Heritage, Tourism and Blues Music** focuses on a small Delta town and the role of Blues music in regenerating downtown Clarksdale. Clarksdale is renowned as the birthplace of Blues music, and the famed 'crossroads' of Highways 49 and 61 is known for famous musicians associated with Blues music and the Mississippi Delta. The music heritage today is embedded in the tourism industry and can be heard every night all year, along with juke joints, festivals/events, art galleries and themed retail, cafe and restaurant establishments, along with unique Blues related accommodations. One of the key motives for regenerating the city of Clarksdale was to overcome the local economic decline in surrounding industries and abandoned and delict buildings left the city in a dire state of economic despair, as this resulted in a significant population decline. Driving the town's regeneration around Blues music heritage has not only helped to establish a modern tourism economy in Clarksdale, but it has also led to new investments, employment opportunities and a restored 'sense of place' among residents.

While music heritage was the driver of urban regeneration in Chaps. 2 and 3 focused on beer heritage as the driver of urban regeneration. This chapter, titled, **Beer as Cultural Lubricant: Brewing Tsingtao, Regenerating Qingdao**, by *Xiaolin Zang, Bouke van Gorp and Hans Renes* considers the rising phenomenon of beer

tourism and beer events that are increasing in popularity globally, and especially in Qingdao, China. Breweries have become symbolic when physically transforming former industrial areas, and this discussion is transferrable as this trend is key in inter-urban transition areas—especially given the nascent popularities of craft breweries and brewpubs as they are contributing to the growth of beer tourism. Building on previous work, this chapter focuses on adaptive reuse, conceptually, as breweries are increasingly a creative way to transform former industrial spaces. This chapter focuses on the ways in which Tsingtao beer influences the regeneration of Qingdao, China and this work frames these developments in the broader perspective of beer-led urban regeneration.

Chapter 4 continues with a focus on sporting heritage as a driver of change in São Paulo, Brazil. Sport has played an important role in social and spatial transformations in Brazil in the past decade. **Sporting Heritage and Touristic Transformation: Pacaembu Stadium and the Football Museum in São Paulo, Brazil** by *Ricardo Ricci Uvinha, Fillipe Soares Romano and Nicholas Wise* expand on the focus of football as an essential component of Brazilian culture and identity, by focusing on stadiums which are viewed as iconic structures and comparable to religious institutions because football is often regarded as a religion in Brazil. It is also fitting that one of the most significant museums in São Paulo is the *Estádio Municipal Paulo Machado de Carvalho*, also known as Estádio do Pacaembu (Pacaembu Stadium) is also still in use for sporting competition. The venue used to be the home grounds for the football club Corinthians before they moved to the new Arena Corinthians across the city after the 2014 Fédération Internationale de Football Association (FIFA) World Cup. This chapter looks at the transformation of the stadium from a football ground to a place of football heritage. In 2008 the *Museu do Futebol* was created to commemorate the history of the stadium in the city and to tell the story of Brazilian football, following an extensive renovation in 2007. This transformation meant that the use of the stadium and its impact extends beyond match days and is the formation of an extended sports tourism site in the city. Such regeneration is unique to this venue as a way of framing the stadium as a national historical marker, as this chapter addresses both tangible and intangible changes aimed at preserving and sanctify this venue as a space and place of Brazilian sporting heritage, culture and identity.

The next chapter considers the regeneration of a city's old town, a common urban planning strategy across Europe. Chapter 5 by *Aleksandr Michelson, Katrin Paadam, Liis Ojamäe, Anneli Leemet and Jaanika Loorberg* is titled: **Old Town Tallinn: Mediaeval Built Heritage Amid Transformation**. The city of Tallinn, Estonia is renowned for its mediaeval old town, and this has played a key role in the city's international recognition and this has led to subsequent business and investment opportunities. The Old Town was a deprived quarter of the city and after Estonia's independence in 1991, the city began its revival efforts on the old town, using both private and public investments. Previous work by some of the authors has explored the significance of the old town in enhancing culture practices. But as industries such as tourism begin to show potential, amid the rapid pace of commercialisation experienced in Tallinn, this would become a threat to the city's unique mediaeval heritage. Current plans aim at socio-economic inclusion and diversifying urban attractions.

Atlanta's Sweet Auburn Historic District is the focus of the next chapter. *Costas Spirou, Shannon Gardner, Mary Spears and Adelina Allegretti* wrote Chap. 6, **The Sweet Auburn Historic District in Atlanta: Heritage Tourism, Urban Regeneration and the Civil Rights Movement**. Building on the previous chapter, this chapter focuses on (the role of) heritage tourism as a catalyst for economic development (or redevelopment) tool for this area of Atlanta (just to the west of downtown). Atlanta has seen a number of extensive urban regeneration projects undertaken over the past several decades, and Sweet Auburn was identified by the National Trust for Historic Preservation as one of the most threatened historic places in the United States. The significance of this neighbourhood is Sweet Auburn is a centre of heritage for the city's African American population and has significance to the civil rights movement. As Atlanta grew, the need for new infrastructures saw the construction of the massive Downtown Connector (Interstate I-75/85) which runs through Atlanta's urban core. This interstate highway divided the Sweet Auburn District, which ultimately led to disinvestment and urban decline, which, in turn, further accelerated social problems including population loss, housing decay, crime and unemployment. Since 1980, the Historic District Development Corporation focused on revitalising and preserving the area, with the designation of historic sites as tourism attractions along with new commercial opportunities. Today the Sweet Auburn area of Atlanta is one of the most sought-after neighbourhoods of the city.

The next four chapters bring in a focus on the role of events heritage as drivers for tourism and urban regeneration. Chapter 7 titled **Winter Cities and Local Magic: Re-storying an Urban Ravine in Edmonton, Canada** by *Karen Wall* focuses on how festival experiences in urban environments are promoted as magical. This is the Winter Cities initiatives approach to help cities in colder climates rebrand so they can use this as a driver for attracting tourists, residents and investors. Edmonton, Canada's Flying Canoe Volant festival, named for a French-Canadian myth about a bewitched journey, offers "magic" and "mystery" over three February nights in a central urban ravine. The event attracts around 40,000 participants each year, and this is with winter temperatures dropping far below zero degrees Celsius. This is a part of Edmonton's creative transformation, as the ravine where the festival is held is an early industrial zone. This chapter considers themes of transformation in contexts of urban heritage, tourism and regeneration centered on a liminal urban space, cultural landscape or 'terrain vague'. A central question asked in this chapter is: how green space as relatively undeveloped parkland cutting a deep groove through adjoining streets can contribute to goals of sustainable regeneration. As a festival space, the ravine fosters unpredictable, collaborative voices and community relations that endure beyond the event, with the important dimension of revisiting and recrafting certain entrenched historical narratives.

Continuing with the event's focus, **City on Fire: Deterritorialisation and Becoming at Edinburgh's Beltane Fire Festival** by *Claudia Melis* focuses on the potential of festivals to deterritorialise and reterritorialise urban spaces. Deterritorialisation is a term that gives this chapter conceptual depth, as this refers to the ability to expose urban spaces temporally and provisionally based on new re-organisations and as a movement for producing change (which as argued by the author is immanent

to space itself). To develop this theoretical focus, the study context of this chapter is the Beltane Fire Festival in Edinburgh. This event offers unique scope into tourism, leisure, heritage and regeneration in Edinburgh because it has been associated with the category of pagan festivals, celebrated as the revival or reinvention of ancient Celtic rituals. The Beltane event is celebrated in Calton Hill, a contested place in the city of Edinburgh that is part of the UNESCO World Heritage site (Old and New Towns of Edinburgh), situated at the fringe of the Edinburgh city centre. Although Edinburgh's Beltane Fire Festival has been criticised based on 'playful deviance' as described by the author, these and other festivals that draw on Scotland's cultural heritage are increasingly appraised as powerful visitor attraction assets, and therefore, included within the destination's events portfolio strategies, in a city branded the 'Festival City'.

Chapter 9 by *Kakoli Saha and Rachna Khare* titled **A Geospatial Approach to Conserving Cultural Heritage Tourism at Kumbh Mela Events in India**, focuses on the largest peaceful congregation of pilgrims, held in India. This chapter brings in a technological perspective using Geographic Information Systems (GIS) to explore sites of urban regeneration for conserving cultural heritage tourism. The chapter focuses on the city of Ujjain (in the state of Madhya Pradesh), considered one of the world's oldest religious cities. During the 2016 Kumbh Mela event in Ujjain City, 80 million tourist visits were registered. This paper discusses two approaches through which Ujjain city can enhance the Kumbh experience of pilgrims while they visit and stay in the city. The first approach talks about enhancing the universal accessibility of bathing in *ghat areas* using GIS. *Ghat* areas, situated along the sacred Kshipra River, are the most important as these places experience the maximum footfall during the Kumbh Mela event. The second approach discusses how geospatial approaches can be utilised to provide safety to pilgrims, which must be considered in future development planning because the event is prone to stampedes given the number of visitors. Approaches thus proposed in this study may be adopted by other host cities of Kumbh Mela which will ultimately help conserve heritage aspects of the event.

The final chapter that still holds some events connotation is Chap. 10 by *Takamitsu Jimura* focusing on the **Changing Faces of Tokyo: Regeneration, Tourism and Tokyo 2020**. This chapter takes us on a journey through Tokyo's history. Tokyo has been Japan's capital since the beginning of the Meiji period (1868). Since then, the first incident to completely change Tokyo's cityscape was the Great Kanto earthquake in 1923. Soon after recovering from the 1923 earthquake, Tokyo was destroyed again by WWII. The Tokyo 1964 Olympics was a great opportunity to showcase its recovery from the war and the nation's ability to present a developed country to the international audience. Many imperial and military properties were converted to sports facilities and hotels in preparation for the 1964 Games. Japan's economy reached its peak in the late 1980s, but has suffered from deflation after that. The Tokyo 2020 Olympics and Paralympics are expected to improve this situation. The ongoing regeneration includes the construction of a new main stadium, redevelopment of urban districts and verticalisation of buildings. Along with recent inbound-tourism boom and diverse cultural heritage of the city, current urban regeneration linked to Tokyo 2020 is expected to revitalise Tokyo and Japan as a whole.

Chapter 11 continues to look at the historical change and points of transition concerning the making, unmaking and restoration of a famous visitor attraction, focusing on Mostar, Bosnia and Herzegovina. **(Re)Building a Bridge: Landscape, Imagination and Memory in Mostar** by *Nicholas Wise* focuses on Stari Most ('Old Bridge') which is Mostar's most iconic structure and highly regarded as the symbol of the city through time. Stari Most was destroyed during the Balkans War in 1993, when it was collapsed in the Neretva River below. It must be noted that for Mostar to attract visitors, Stari Most was reconstructed (completed in 2004). The chapter relates to and builds on previous work published on tourism and heritage in Bosnia and Herzegovina, and while this bridge in Mostar symbolises the city's heritage, memories of its destruction during war remind visitors not to forget the tragic events of the early-1990s. Insight from the geography literature helps us explore conceptual meanings of cultural heritage landscapes, geographical imaginations and memory— to help critically understand the crucial turning points in Mostar's recent history. The chapter frames what Mostar and Stari Most endured during the brunt of war (where its unique heritage met a tragic fate, at least temporarily) to the (re)building of Stari Most and its defining presence as the city's key attraction once again.

Chapter 12 by *James A. Tyner* is concerned with: **Urban Regeneration and Rural Neglect: The Pall of Dark Tourism in Cambodia**. The author has written extensively on the impact of genocide and conflict in Cambodia, and this chapter offers new insight related to tourism. The genocide in Cambodia between 1975 and 1979 saw upwards of two million men, women, and children killed. Dark tourism is a growing trend around the world where tourists travel to destinations to experience and learn about places where tragedy occurred, and this is becoming ever more present in Cambodia now (today), decades following direct violence. What lingers are questions of reconciliation in Cambodia, which remains fraught, in part because of competing claims over the meaning of reconciliation in the country, and contestations over the past. With efforts to promote Cambodia's genocide, the country is receiving ever-growing numbers of dark tourists who want to visit sites associated with the genocide and violent attrocities. Many of these sites are found in urban areas, especially in an around the nation's capital of Phenom Penh. What is controversial is the exploitation of Cambodia's tragic past for profit.

Chapter 13 expands the focus on place by considering the impact of tourism and cultural heritage by focusing on examples from cities across a wider geographical region. **Cultural Heritage and Tourism Stimulus: Regional Regeneration in Southern Africa** by *Portia Pearl Siyanda Sifolo* considers the historical background of Southern Africa and the failure by contemporary heritage managers to develop a locally relevant practice for cultural heritage. This has been identified as one of the limitations to promote inclusive tourism across the Southern African Development Community (SADC) region. Because tourism is one of the leading economic activities globally, it is important to also consider how a wider regional challenge aligns with local challenges, and another issue that this chapter raises is how cross border issues affect tourism development and key stakeholders. Therefore, an effective motivational regional tourism strategy is essential to obtain maximum benefits from the sector. Framed within the concept of Maslow' Hierarchy, motivational theory, this

chapter argues that to develop a locally relevant practice in the SADC region, tourism, as one of the key pillars of economic growth, can contribute to urban regeneration and gentrification. Evidence from cultural heritage sites in the SADC region, including cultural villages, that promote urban regeneration is presented and discussed from a regional perspective.

A short conclusion then brings the collection together and identifies the main themes brought forward. The conclusion also looks at some possible future directions for research. The order and flow of chapters are based on the scale of the case (or cases) presented, with some chapters focusing on particular visitor attractions, areas of cities, wider urban areas and regions. This book aims to critically frame perspectives and understandings of tourism, cultural heritage and urban regeneration. The chapters in this book include cases from Bosnia and Herzegovina, Brazil, Cambodia, Canada, China, Estonia, India, Japan, Scotland and the United States of America, with one chapter discussing a number of countries in the Southern African Development Community region. The chapters build on a range of theoretical perspectives of space and place to critically evaluate the practice impacts legacies and management of tourism within specific contexts pertinent to cultural heritage and urban regeneration. As argued by Wise and Harris (2019), place is a holistic concept, and bringing together diverse but overlapping areas of study require interdisciplinary perspectives to really tease out conceptual issues for the benefit of academics, policymakers and planners across the social sciences, development and management studies continuum. A key factor to consider when addressing tourism, cultural heritage and urban regeneration is to recognise the needs beyond destination managers, policymakers and planners. These stakeholders are responding to the availability of finances and the ability to attract investment, but it is also important to consider intangible impacts that cultural heritage and urban regeneration contribute locally to the residents who live in these attractions and how they are impacted, and to consider the visitors and tourists who make their way to encounter and consume these spaces and places.

1.5   Going Forward

As noted, this book adds to The Urban Book Series published by Springer and offers nascent insight and research directions for academics who are exploring areas and complexities concerning cultural heritage and urban regeneration with a focus on tourism. This work is also useful for students at all levels who seek to challenge perspectives and impacts of urban tourism and place change. The book offers several key unique selling points. This edited book is an international collection of cases linking the tourism, cultural heritage and urban regeneration to offer new directions in these conceptually overlapping areas of scholarly inquiry. The chapters in this book each explore the role and significance of cultural heritage as a driver of urban regeneration. Going forward, this collection provides established academics and students across urban studies and international tourism management with critical and contemporary insight on managing tourism planning and development. This

book will now turn to the critical and conceptually engaged chapters linking these independent, but increasingly interrelated, areas of study.

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