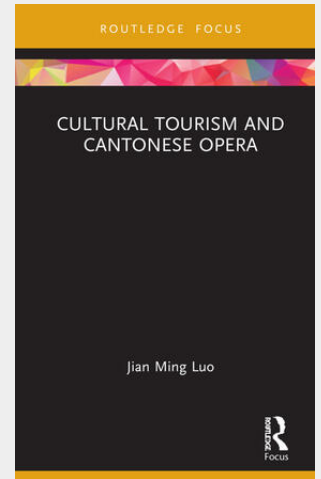


Luo

Cultural Tourism and Cantonese Opera

Cultural tourism is an experiential tourism based on searching for and participating in new and deep cultural experiences. This book enhances the tourism literature by testing the tourist attitude toward related issues of Cantonese Opera as a cultural product of the Greater Bay Area. This book starts with a general introduction to the background of Cantonese Opera. Chapter 2 is a historical review of Cantonese Opera development in the GBA. Chapter 3 introduces the concept of the Cantonese Opera as a cultural product. Chapter 4 discusses the related Cantonese Opera on tourism development in the GBA. Chapter 5 describes the trends of modernisation and integration of Cantonese Opera in the GBA. Lastly, Chapter 6 is a case study in Macau. This book focuses on Cantonese Opera and cultural tourism. This means tourism practitioners and arts administrators should be the primary source of market and while people in the rest of the world who are interested in Cantonese Opera and cultural tourism should find this book useful. This book is a valuable resource not only for social science researchers, but also for those in related fields, for example, arts administrators and tourism officers, among many others. This book could serve as a text for an advanced level undergraduate course for students in many of the arts administration and tourism fields. Additionally, this book is a valuable resource for teaching graduate students not only in tourism, but also in related fields. Furthermore, government or practitioners can improve the management of city and tourism service using this book.



26,00 €

24,30 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032053912

Medium: Buch

ISBN: 978-0-367-74382-6

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 29.01.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Serie: Routledge Cultural Heritage and Tourism Series

Produktform: Kartoniert

Gewicht: 152 g

Seiten: 108

Format (B x H): 138 x 215 mm

