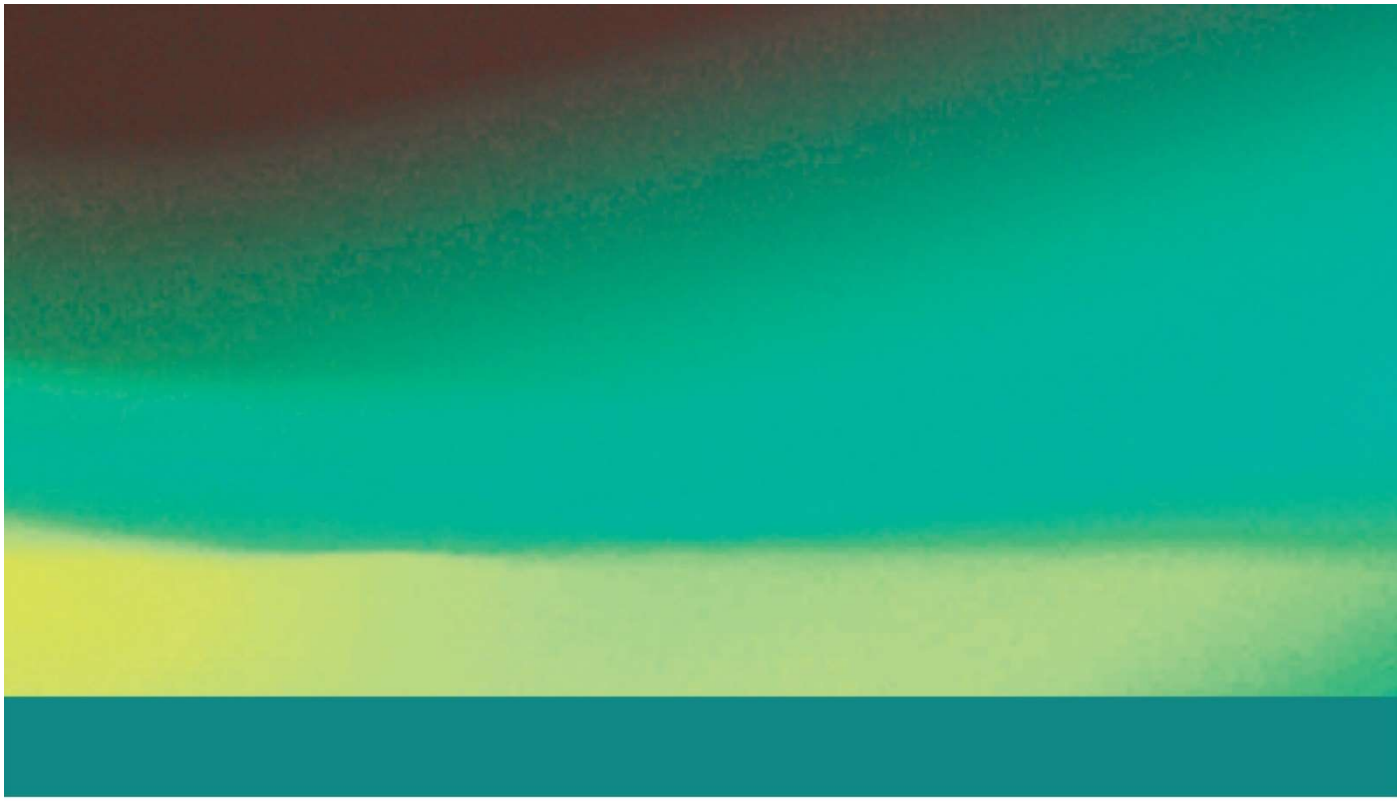

AUTHENTICITY AND AUTHENTICATION OF HERITAGE

Edited by
Deepak Chhabra

ROUTLEDGE

Authenticity and Authentication of Heritage

Authenticity and Authentication of Heritage presents an assimilation of chapters that critically address some of the key emerging areas associated with authenticity. It presents a variety of inspiring pieces of work that range from host-guest authentication and intangible heritage to knowledge transfer processes, authenticating heritage in fairy-tale settings, authenticity and anxiety in the smell of death and life, understanding the boundaries of authenticity, nostalgia, sustainability, marketing, destination competitiveness, examining affective connotations of authenticity, and their contribution towards optimising hedonic and eudaimonic well-being during times of disruption.

The contentious concept of authenticity continues to be valorised in heritage tourism. This scholarly initiative seeks to broaden the discursive parameters of authenticity and identify power mechanisms that shape the way authenticity is produced, marketed and consumed. This is an attempt to share contemporary views on how the contemporary notions of authenticity are derived, interpreted, applied, processed and legitimised in local and global contexts. Furthermore, the significant relationship between health and authenticity is explored. To put it simply, this pandemic has significantly halted the way people connect with their cultural resources and seek authenticity within their inner selves and the outside realms in the heritage tourism system. Heightened sense of global consciousness is a call to polish our authentic selves and elevate above inauthenticity or moral hypocrisy. So, is authenticity an evolving story or is it a story of floating immobility? Who can tell the story and who decides what elements to fossilise? How can existentialist authenticity and self authentication promote moral selving and well-being of the self and the society? Many questions like these have emerged in recent literature, and this book uses conceptual, empirical and theoretical explorations to identify and engage with such inquiries.

The chapters in this book, except for the concluding chapter, were originally published as a special issue of the *Journal of Heritage Tourism*.

Deepak Chhabra is Associate Professor in the School of Community Resources and Development at Arizona State University, Phoenix, USA. Her research interests include authenticity and authentication of heritage; social and economic viability of different forms of tourism; and wellness and well-being through alternate healing/preventive therapeutic settings and programs.

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Knowledge transfer processes in the authenticity of the intangible cultural heritage in tourism destination competitiveness

Desiderio Juan García-Almeida

ABSTRACT

As tourism based on intangible cultural heritage usually encompasses a knowledge transfer process, the authenticity of the heritage (or its perception) can be affected by knowledge transfer. These knowledge transfers occur to present the heritage to the tourists (courses, tour guiding, etc.), but also in the destination itself when the heritage knowledge is codified in museums, tour guides are trained, or the heritage is transferred to newer generations. These situations present potential challenges where authenticity is distorted or even lost, and it affects the competitiveness of the destination. The work attempts to analyse those knowledge transfers and their challenges regarding authenticity to sustain the competitiveness of the destination.

Introduction

As competition in the tourism sector increases, destinations strive to attract and retain tourists (García-Almeida & Hormiga, 2017). Due to the impact of globalization, the analysis of competitiveness in the tourism industry has increasingly focused not only on the business world but also on the destination arena (Kozac, Baloglu, & Bahar, 2009). In their quest for attracting, satisfying, and retaining tourists, destinations should provide relevant attractions and offer products which can target one or several segments of tourists.

Heritage tourism has experienced a dramatic growth in recent decades (Chhabra, 2010). For Prentice (1993), cultural and historical attractions are very relevant factors to motivate travel and this has generated the growth of a large heritage tourism industry. The tourism economies of some destinations are based completely on cultural heritage, and for some others, it is a relevant attraction (Timothy, 2011). Heritage can become a relevant resource to become and stay competitive in the long run, since it can be the basis of the destination's sustainable competitive advantage. In recent years, intangible heritage has become an interesting field of research (Pfeilstetter, 2015), though research on the relationship between intangible cultural heritage and tourism is scarce (López-Guzmán & Santa-Cruz, 2017).

Enjoying intangible heritage assets by travellers is generally part of the cultural tourism experience (WTO, 2012). For Datta, Bigham, Zou, and Hill (2015),