



NEOLOCALISM & TOURISM

Understanding a Global Movement

LINDA J. INGRAM • SUSAN L. SLOCUM • CHRISTINA T. CAVALIERE



Neolocalism and Tourism: Understanding a Global Movement

Editors:

**Linda J. Ingram, Susan L. Slocum and
Christina T. Cavaliere**



Goodfellow Publishers Ltd



Published by Goodfellow Publishers Limited,
26 Home Close, Wolvercote, Oxford OX2 8PS
<http://www.goodfellowpublishers.com>

British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-911635-61-1

Copyright © Linda J. Ingram, Susan L. Slocum, and Christina T. Cavaliere, 2020

All rights reserved. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher or under licence from the Copyright Licensing Agency Limited. Further details of such licences (for reprographic reproduction) may be obtained from the Copyright Licensing Agency Limited, of Saffron House, 6–10 Kirby Street, London EC1N 8TS.



Design and typesetting by P.K. McBride, www.macbride.org.uk

Printed by Marston Book Services, www.marston.co.uk

Cover design by Cylinder, www.cylindermedia.com

Contents

1	Introduction	1
	Christina T. Cavaliere and Linda J. Ingram	
2	Sustainability and Neolocalism: Complementary Ideologies	17
	Susan L. Slocum and Linda J. Ingram	
3	Neolocalism, Tourism and Shiplap	35
	Linda J. Ingram	
4	'A New Narrative of Place': Neolocalism and Heritage-based Tourism	55
	Michael Fagence	
5	Neolocalism, Revitalisation and Rural Tourism Development	78
	Jessica Faustini Aquino and Gudrun M. H. Kloes	
6	Community Festivals Reveal Tangible and Intangible Bounty: Lismore NSW Australia	100
	Ros Derrett	
7	Migration and Tourism Mobilities: How Younger Koreans are Enhancing New Urban Experiences in São Paulo	123
	Eanne P. Leite and Thiago Allis	
8	Neolocalism and Transportation: Biocultural Conservation of the Saen Saeb Khlong in Bangkok	143
	Christina T. Cavaliere, Vorakarn (Kluay) Chalermchaikit, Yixuan (Cindy) Cheng, and Akruthai (Amy) La	
9	Neolocalism and Social Sustainability: The Case of Öland's Harvest Festival, Sweden	164
	Guanhua Peng, Solène Prince and Marianna Strzelecka	
10	Tourism in the Intermountain West: The Role of Food and Agritourism in Neolocalism	185
	Kynda R. Curtis, Miranda Bradshaw and Susan L. Slocum	
11	Governance and Neolocalism: Guiding the Creative Process	208
	Susan L. Slocum	
12	Conclusion	227
	Susan L. Slocum	
	Index	241

List of figures

4.1: The research process.	60
4.2: Nodes of the Ned Kelly story.	73
5.1: Number of foreign visitor arrivals by air and sea to Iceland from 2010-2018. 82	
5.2: Visitor Map of Húnaþing vestra.	92
5.3: The Icelandic Seal Center. Six key dates.	93
5.4: Visitor numbers to the Icelandic Seal Center from 2006-2018.	95
7.5: Zone A – Heritage venues at Luz Station quarter.	131

List of images

5.1: Memorial at Bjarg in Miðfjörður commemorating Grettir's mother, Ásdís.	86
6.1: Lismore Festival graphic.	102
6.2: Lismore Festival welcome.	111
6.3: Lismore Festival musician.	112
6.4: Lismore Festival dancing.	113
7.1: Traditional Jews and Koreans strolling in Bom Retiro.	127
7.2: Monument in honor of Korean immigration URI.	128
7.3: Typical Korean restaurant in Bom Retiro.	129
7.4: Cultural heritage, shopping area and ethnic enclave at Bom Retiro.	130
8.1: Saen Saeb khlong express boat.	153
8.2: Challenges with disembarkation.	155
8.3: View of Thai Buddhist temple (Wat) from Saen Saeb khlong.	155
9.1 and 9.2: Many different goods are farmed, transformed, consumed and sold on Öland.	171
9.3: Peas and beans from Öland sold in bulk at a local boutique.	173
9.4: A boutique in Algutsrum, which sells its own organic fruits and vegetables, and other local produce and products.	176
9.5: The harbor in Byxelkrok, at the top/end of Öland.	179

List of tables

2.1: Millennium and Sustainable Development Goals	23
4.1: Primary categories of evidence	69
4.2: Primary 'symbols' of the Kelly Story	70
5.1: Neolocal elements of the Grettir the Strong Project	89
5.2: Neolocal elements of the Icelandic Seal Center	96
8.1: SWOT analysis of Saen Saeb khlung transportation development	157
10.1: Intermountain West tourism statistics – selected states (2017)	186
10.2: Sample descriptive statistics	192
10.3: Sample at-home activities	195
10.4: Sample while-traveling activities	195
10.5: Sample opinions and interests	196
10.6: Factor analysis results for at-home activities (N = 571)	198
10.7: Factor analysis results for while-traveling activities (N = 571)	198
10.8: Cluster analysis results	199

Dedication

This book is dedicated to all frontline workers and their tireless efforts to provide safety during the COVID-19 pandemic as we endeavor to find a unified path forward.

We also dedicate this volume to the community members, artists, craftspeople, innovators, entrepreneurs, social activists, just decision-makers, small business owners and educators who are driven by the collective mission to conserve and reinvigorate histories, stories, and crafts that result in unique place-making around the world. May our home(s) continue to thrive in biocultural diversity!

Contents

1	Introduction	1
	Christina T. Cavaliere and Linda J. Ingram	
2	Sustainability and Neolocalism: Complementary Ideologies	17
	Susan L. Slocum and Linda J. Ingram	
3	Neolocalism, Tourism and Shiplap	35
	Linda J. Ingram	
4	'A New Narrative of Place': Neolocalism and Heritage-based tourism	55
	Michael Fagence	
5	Neolocalism, Revitalisation, and Rural Tourism Development	78
	Jessica Faustini Aquino and Gudrun M. H. Kloes	
6	Community Festivals Reveal Tangible and Intangible Bounty: Lismore NSW Australia	100
	Ros Derrett	
7	Migration and Tourism Mobilities: How Younger Koreans are Enhancing New Urban Experiences in São Paulo	123
	Eanne P. Leite and Thiago Allis	
8	Neolocalism and Transportation: Biocultural Conservation of the Saen Saeb Khlong in Bangkok	143
	Christina T. Cavaliere, Vorakarn (Kluay) Chalermchaikit, Yixuan (Cindy) Cheng and Akruthai (Amy) La	
9	Neolocalism and Social Sustainability: The Case of Öland's Harvest Festival, Sweden	164
	Guanhua Peng, Solène Prince and Marianna Strzelecka	
10	Tourism in the Intermountain West: The Role of Food and Agritourism in Neolocalism	185
	Kynda R. Curtis, Miranda Bradshaw and Susan L. Slocum	
11	Governance and Neolocalism: Guiding the Creative Process	208
	Susan L. Slocum	
12	Conclusion	227
	Susan L. Slocum	
	Index	241

Author biographies

Thiago Allis, PhD, is an assistant professor at the University of São Paulo, Brazil. His research interests include urban tourism, regional and urban planning, and tourism mobilities. Thiago has led and participated in several research and outreach projects funded by Brazilian and international agencies. In 2012, he was an invited lecturer in East Timor.

Jessica Aquino, PhD, is an assistant professor at Hólar University in the Department of Rural Tourism, and Head of Tourism Research at the Icelandic Seal Center. Her research interests are in sustainable community development and quality of life; sustainable tourism and responsible tourism practices; and responsible management of natural areas.

Miranda Bradshaw graduated with a BA in Economics from Boise State University and a MS in Applied Economics from Utah State University. She currently lives and works in Copenhagen, Denmark as a user experience (UX) designer and product manager for a medical technology company.

Christina T. Cavaliere, PhD, is a conservation social scientist. Her research involves the human dimensions of socio-ecological systems including tourism impacts and biocultural conservation. Dr. Cavaliere serves as an assistant professor at Colorado State University and has experience working with universities, communities, businesses, non-governmental organizations, and multi-lateral institutions on six continents.

Vorakarn Chalermchaikit is a PhD candidate at Assumption University, Thailand, majoring in tourism management, and a part-time lecturer at Dhonburi Rajabhat University. Her research focuses on gender issues in hospitality impacting both the hospitality and tourism sectors. Ms. Chalermchaikit has strong backgrounds and experiences in both domestic and international hospitality.

Yixuan Cheng, MA, is a PhD candidate, majoring in Tourism and Hospitality Management at Assumption University, Thailand. Ms. Cheng finished her Master's degree in International Communication and Culture at University of Leicester, UK. Her research interests

involve sustainable community tourism.

Kynda Curtis is a professor in the Department of Applied Economics at Utah State University. She received her PhD in Economics from Washington State University in 2003. Her research interests include agriculture/food marketing, direct-to-consumer marketing, as well as consumer demand for value-added, specialty, and differentiated foods.

Ros Derrett, OAM, PhD, Adjunct Professor in the School of Law and Justice, Southern Cross University is an experienced senior academic/consultant who works with individual artists, cultural enterprises, businesses, communities, and local government in regional Australia to address ideas and issues connected with designing and delivering quality experiences for cultural tourism aficionados which provides community participation opportunities for dynamic business development and place-making.

Michael Fagence, PhD, is a geographer who has linked his training in 'thinking geographically' with elements of tool-kits from history and from semiotics to forge investigative and interpretive processes that have the versatility to be applied to cases of history-linked and heritage-based tourism. His most recent appointment was as Honorary Research Fellow at the University of Queensland.

Linda J. Ingram, PhD, an adjunct professor with George Mason University, teaches sustainable tourism development and global issues in tourism. Research interests include tourism, environmental and cultural sustainability, gender studies, sense of place, and historic preservation. She has published in several journals. This is her first edited book.

Gudrun M. H. Kloes is a tour guide and operator, author, translator, and storyteller interested in interacting with nature and interpreting cultural and natural history. German born, Gudrun moved to Iceland in 1982. From 2000-2010, she was the tourism officer for SSNV (*Samtök Sveitarfélaga á Norðurlandi Vestra* - Association of Municipalities in the North West) and the main organizer behind some community initiatives in Húnaþing vestra.

Akruthai La is starting a career as an instructor in hospitality with a 10-year background in education. Akruthai is currently a Manager at the International Affairs Office of Dusit Thani College, Thailand working to ensure the college's international reputation as well as managing their expanding curriculum overseas.

Acknowledgements

Jane W. Little has a Master's in Tourism from the School of Arts, Sciences and Humanities (EACH) at the University of São Paulo, Brazil. Her research interests include urban tourism and migration and mobilities. The editors would like to thank Sally North, Tim Goodfellow and their hard-working team at Goodfellow Publishers for their endless

patience and tireless efforts. We would also like to thank all of the participants who contributed their time and experience to the studies consulting. He obtained his Master's degree in Tourism and Sustainability at Linnaeus University in Sweden in 2018. Guanhua's interests include food tourism, ecotourism, rural community development, destination marketing, and quality control of tourist attractions.

Solène Prince is a postdoctoral researcher at the School of Business and Economics at Linnaeus University in Kalmar, Sweden. She obtained her PhD in tourism at Mid-Sweden University in 2017. Her research interests relate to rural tourism, ancestral tourism and landscape theory.

Susan L. Slocum, PhD, an associate professor at George Mason University, specializes in sustainable economic development through tourism and policy implementation. She has worked with rural communities in the US, UK, and indigenous populations in Tanzania. She has published four edited books and authored two books, including a textbook on food and agricultural tourism.

Marianna Strzelecka is a senior lecturer at the School of Business and Economics at Linnaeus University in Kalmar, Sweden. She obtained her PhD in tourism at the University of Illinois at Champaign-Urbana in 2012. Marianna's interests relate to rural communities development, protected areas tourism, environmental justice, conflicts and empowerment theory.