

The double bind of world heritage tourism: Imagineering pasts and futures

By Noel B. Salazar

World heritage destinations across the globe are adapting themselves to the homogenizing standards of tourism at the same time as trying to maintain, or even increase, their local particularity. While local and national tourism authorities and tour operators package and sell so-called "authentic" landscapes or "traditional" cultures, what counts as world heritage - be it material or intangible - and the way it is interpreted is defined and controlled supra-locally. This talk sketches the broad picture of world heritage tourism in the 21st century and illustrates the general trends with examples of on-going ethnographic research on world heritage sites in Indonesia.

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