

Contemporary Cases in

Tourism Heritage Hospitality Leisure Retail Events Sport

Series editors: Brian Garrod (Aberystwyth University) and Alan Fyall (Bournemouth University)

Contemporary Cases in Tourism

Volume 1

Edited by
Brian Garrod
Alan Fyall



Goodfellow Publishers Ltd



Contents

Contributors	vi
About the Editors	vii

The Case Study Approach: Wrongly Maligned?	ix
Brian Garrod and Alan Fyall	

Section 1: Marketing in a New World

1 'This Other Eden': Marketing the National Botanic Garden of Wales	
Ian Keirle	
2 South Africa 2010: Leveraging Nation Brand Benefits from the FIFA World Cup	33
Brendon Knott, Alan Fyall and Ian Jones	
3 Definitely Dubai: Destination Branding in Action	57
Paul Williams and Nick Ashill	

Section 2: Sustainable Tourism

4 Visitor Management at a World Heritage Site: Skara Brae Prehistoric Village	81
Anna Leask and Brian Garrod	
5 Tourism, Climate Change and Carbon Management: Three Case Studies	99
Stefan Gossling and Brian Garrod	
6 Slow Travel: European Cycle Tourism	121
Janet Dickinson and Les Lumsdon	

Section 3: Niche Tourism

7 Diversification into Farm Tourism: Case Studies from Wales	141
Brian Garrod	
8 Bumps for Boomers: Marketing Sport Tourism to the Aging Tourist	165
Simon Hudson	
9 Community Involvement in Trekking Tourism: The Rinjani Trek Ecotourism Programme, Lombok, Indonesia	191
Carl Cater	
10 World Heritage Site Designation: New Lanark World Heritage Site, Scotland	213
Anna Leask	
Index	229
Abbreviations	235