Contents

Con	tributors	vii
Pre	face	ix
Tab	les, Boxes, Figures and Appendices	xi
Par	T I: THE EVOLUTION OF CULTURAL TOURISM RESEARCH	
1	Developments and Perspectives in Cultural Tourism Research <i>Greg Richards and Wil Munsters</i>	1
2	The Traditional Quantitative Approach. Surveying Cultural Tourists: Lessons from the ATLAS Cultural Tourism Research Project Greg Richards	13
3	A Comparison of Quantitative and Qualitative Approaches: Complementarities and Trade-offs Marjan Melkert and Katleen Vos	33
4	Blurring Boundaries in Cultural Tourism Research Esther Binkhorst, Teun den Dekker and Marjan Melkert	41
Par	THE MIXED QUALITATIVE—QUANTITATIVE APPROACHES	
5	The Cultural Destination Experience Audit Applied to the Tourist-historic City Wil Munsters	52
6	Methodological Triangulation: the Study of Visitor Behaviour at the Hungarian Open Air Museum László Puczkó, Edit Bárd and Júlia Füzi	61

7	Employing the Grand Tour Approach to Aid Understanding of Garden Visiting	75
	Dorothy Fox, Jonathan Edwards and Keith Wilkes	
8	Multi-method Research on Ethnic Cultural Tourism in Australia Jock Collins, Simon Darcy and Kirrily Jordan	87
9	Tracking the Urban Visitor: Methods for Examining Tourists' Spatial Behaviour and Visual Representations Deborah Edwards, Tracey Dickson, Tony Griffin and Bruce Hayllar	104
PAR	T III: QUALITATIVE APPROACHES	
10	An Application of Grounded Theory to Cultural Tourism Research: Resident Attitudes to Tourism Activity in Santiponce Mario Castellanos-Verdugo, Francisco J. Caro-González and M. de los Ángeles Oviedo-García	115
11	Tales from the Field: Video and its Potential for Creating Cultural Tourism Knowledge Tijana Rakić	129
12	Using Photo-based Interviews to Reveal the Significance of Heritage Buildings to Cultural Tourism Experiences Gregory Willson and Alison McIntosh	141
13	Measuring the Image of a Cultural Tourism Destination through the Collage Technique Ana M. González Fernández, María Carmen Rodríguez Santos and Miguel Cervantes Blanco	156
PAR	T IV: INTERDISCIPLINARY APPROACHES	
14	Ethnographic Research on Cultural Tourism: an Anthropological View Xerardo Pereiro	173
15	From Local to Global (and Back): Towards Glocal Ethnographies of Cultural Tourism Noel B. Salazar	188
16	Assembling the Socio-material Destination: an Actor–Network Approach to Cultural Tourism Studies Carina Ren	199
PAF	RT V: CONCLUSION	
17	Methods in Cultural Tourism Research: the State of the Art Wil Munsters and Greg Richards	209
Index		215