

CIVIC TOURISM *The Poetry and Politics of Place* by Dan Shilling

Tourism is one of the largest industries in the world, and perhaps the leading economic engine in your community—an industry with tremendous potential to change the social, economic, and natural landscapes of every place it touches. In this “reframed” approach to travel and tourism, Dan Shilling encourages the caretakers of place to craft a restorative tourism ethic. From the book:

At a basic level ask, “*Why* do we do tourism?” Are the comings and goings of guests little more than a cheerleading backdrop for a rapacious growth policy that pays slight, if any, attention to its costs and consequences? Or can you imagine tourism as an *enabler* of healthy place-making, a *tool* for meaning-making, and a *means* to provide the sense of purpose and connection more people seek? It’s not just retiring boomers who are searching for their own travel epiphanies, and it’s not only Machu Picchu that can dish it out. Tourism isn’t going away; it’s not *if* you do it but *how*. Get in the game, but establish your own rules.

“I realize that a revival of citizenship, with a renewed concern for the commonwealth, will require more than the most virtuous forms of tourism. But I also believe that civic tourism, rightly pursued, might help us turn toward a saner, kinder, more peaceful and equitable world.” —Scott Russell Sanders, from the Foreword

“All places are now tourist destinations, and this can be a blessing or curse depending on how this new reality is planned and managed. In his groundbreaking book on civic tourism, Dan Shilling invites your community to engage in a conversation about tourism and place that it cannot afford not to have.” —David Weaver, author of *Sustainable Tourism: Practices and Procedures*

“Civic tourism reframes the tourism agenda to foster community dialogue around tourism that goes beyond economics to the social and environmental impacts (and opportunities) of tourism development. As Dan Shilling notes, the civic tourism process empowers citizens by giving communities a voice in crafting a responsible tourism ethic.” —Amy Webb, Director of Cultural Heritage Tourism, National Trust for Historic Preservation

“Dan Shilling’s Civic Tourism stands windshield tourism on its head. Cultivating a consciousness of place in travelers is not only good ecology, he argues that it’s good business as well.” —Max Oelschlaeger, author of *The Idea of Wilderness: From Prehistory to the Age of Ecology*



A longtime educator, cultural administrator, and community development consultant, Dan Shilling spearheaded many of Arizona’s earliest economic and social studies on cultural heritage tourism, for

which he received the Arizona Office of Tourism “Person of the Year” award. The former director of the Arizona Humanities Council, Dr. Shilling has received many honors for his efforts to help communities preserve and enhance their cultural heritage. He lives in Phoenix and can be reached through the civic tourism website.

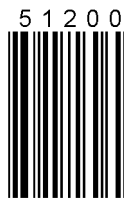
Sharlot Hall Museum Press
Prescott, Arizona
www.civictourism.org

\$12.00

ISBN: 978-0-927579-26-1



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