

# Using Local Resources for Tourism Purposes

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ABSTRACT

## Abstract

**Subject and purpose of work:** The aim of this paper is to present the origin and assumptions of the concept of “book towns”, along with the conditions of its development and different ways of using this concept in shaping tourist attractiveness. **Materials and methods:** This paper was prepared on the basis of domestic and foreign literature overview, as well as with the case study method. The examples presented in this article encompass four “book towns” from different continents (Hay-On-Wye in Wales, Torup in Denmark, Clunes in Australia and Paju in South Korea). **Results:** Each of the analysed towns has a unique identity and its own idea of development. A book served as a tool for building social capital, entrepreneurship development (particularly in Torup) and forming new tourist destinations. **Conclusions:** The concept of “book town”, which was created in the 60s of the twentieth century, still arouses the interest of local communities and various groups of visitors, including, among others, tourists, booksellers and bibliophiles. Its uniqueness lies in the fact that a “book town” offers not only economic benefits but is primarily a tool for comprehensive interpretation and protection of local culture.

**Keywords:** [town of books](#); [tourism](#); [Hay-On-Wye](#)



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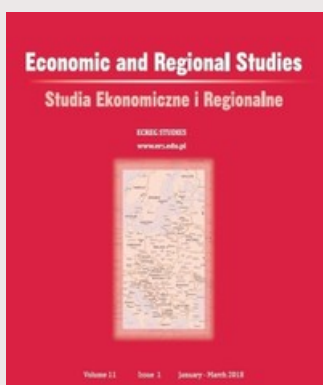
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Key Concepts: Terms in this set (85). The following are frameworks to classify ecotourism activities/ventures, EXCEPT: a. Soft-Hard. b. Natural-unnatural. c. Degree of impact (exploitive, passive, active). d. Sustainable-unsustainable. Social tourism may be partially defined as: a. travel for the purpose of studying the social structure of a country. b. travel where a local expert in your field of interest acts as your guide. c. travel for social visits to friends or relatives. d. travel for those with low purchasing power. e. travel with a congenial social group of people. Hence, local resources become a central asset for destinations and tourism suppliers and their sustainability a core function of tourism marketing. Several analysts have examined tourism consumer behaviour marketing should operate as a mechanism to facilitate in detail (Gilbert, 1991,1993; Swarbrooke & Horner, 1999; regional development objectives and to rationalise the Goodall, 1988,1991; Kent, 1991; Mansfeld, 1995; Mayo provision of tourism in order to ensure that the strategic & Jarvis, 1981; Sirakya, McLellan & Uysal, 1996; objectives of destinations are achieved. Tourism—Concept, Resources and Development. Kishan Singh, code named as 'A.K.', crossed and recrossed the region in 1870s, went round the Everest and reached the heart of Gobi desert upto Lake Lop Nor beyond the Himalaya covering 4,500 km. After over four years, this daring 'traveller tourists' could return via Darjeeling carrying this prized information with him. Tourism and tourists are of many different types depending on length of stay, mode of transport used, distance covered, purpose of trip and the price paid by the tourists. Here we will discuss about four

primary types of tourism. International and domestic tourism, long and short distance tourism are the most important types. The flow of tourists at home or in local areas may take place in many directions. Eco tourism, natural resources, cultural heritage, rural lifestyle and an integrated tourism is a type of local economic activities. Therefore, ecotourism in naturel and culturel areas was carried out with a number of elements in their natural landscape and cultural landscape (water, vista, topography, vegetation, clean air), as well as in the variety of recreational activities suitable for all kinds of environments. Adventure tourism is defined as: "an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity" (Fennel & Dowling, 2003).