

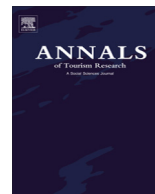


ELSEVIER

Contents lists available at ScienceDirect

Annals of Tourism Research

journal homepage: www.elsevier.com/locate/atoures



CrossMark

Mountains and muses: Tourism development in Asheville, North Carolina

Elizabeth Strom ^{a,*}, Robert Kerstein ^b

^a University of South Florida, United States

^b University of Tampa, United States

ARTICLE INFO

Article history:

Received 16 October 2014

Revised 14 March 2015

Accepted 16 March 2015

Available online 11 April 2015

Coordinating Editor: Noga Collins-Kreiner

Keywords:

Arts and culture

Marketing

Mountain regions

North Carolina

ABSTRACT

Asheville, a mid-sized city in the Western North Carolina mountains, has functioned as a tourism center for well over a century, marketing its scenery and climate first to health tourists and then to recreational visitors. In recent decades, city and tourism industry leaders have used marketing and product development strategies, with a particular focus on cultural attractions, to increase overnight visits. They have done so with an eye to maintaining a high quality of life for full-time residents and preserving indigenous natural and cultural resources. Public-private partnerships to promote tourism while avoiding the loss of local identity associated with late stages of the “tourism area life cycle” are explored.

© 2015 Elsevier Ltd. All rights reserved.

Introduction

Asheville, a Western North Carolina city of 85,000 that anchors the scenic Southern Highlands region in the Southeastern United States (see Fig. 1), has been a favored tourism destination for two hundred years. Once a health resort for regional elites, then a waystation for middle class travelers on route to national parks to the west, today increased tourist numbers are largely attributed to a vibrant downtown, a recognized cultural scene, and a brand that emphasizes the quirky and unscripted in both the built and natural environments. As the city and region have gained as tourist attractors, the city has also seen a broader resurgence, with population growth, and revitalization of spaces both within and outside traditional tourism spaces. Tourism and urban studies scholars have

* Corresponding author. Tel.: +1 813 974 3439.

E-mail address: estrom@usf.edu (E. Strom).



Fig. 1. Asheville within Eastern United States. Source: <http://www.exploreasheville.com/about-asheville/getting-around/?tab=wnc>.

Download English Version:

<https://daneshyari.com/en/article/1007016>

Download Persian Version:

<https://daneshyari.com/article/1007016>

[Daneshyari.com](https://daneshyari.com)