

## EXERCISE 3.1

### CULTURE, HERITAGE AND THE POST-TOURIST

This exercise explores the concepts of post-tourism in relation to the commodification of tourism products and services. The notion of the post-tourist contains within it assumptions about a substantial and important shift in tourists' motivations, desires and experiences in contemporary society. Post-tourists are characterised as:

- enjoying simulated experiences
- engaging in forms of tourism closely related to leisure and lifestyle at home
- accepting that there is no true authentic experience
- treating commodification of place and self playfully
- being ironically detached from tourism experiences.

How do the stated characteristics of the post-tourist differ from those of:

- Cultural tourists
- Travellers/backpackers
- Mass tourists

Why do the characteristics of these various kinds of tourist differ?

What kinds of people might we expect to be 'post-tourists'?

Provide some examples (from your own experiences of tourism, or from your reading etc.) of attractions/destinations/activities that would appeal to each of the four groups of tourists in which we can identify a significant element of commodification. In each case, explain the nature of, tourist attitude to and the wider impact of commodification.