

## Literary tourism as a developing genre : South Africa's potential

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### Abstract:

This dissertation investigates the broader genre of literary tourism and the current extent and potential of this tourism mode in the South African context. It shows what an inscribed landscape South Africa has and how rich it is in literary association. The profile and motivations of literary tourists, as well as the kinds of tourist attractions encompassed by literary tourism are initially explored. The history and development of this type of tourism is then considered, from its earliest known manifestations, its growth during the eighteenth and nineteenth centuries and its transposition to Africa and southern Africa. An overview of current literary tourism products in South Africa is conducted in order to determine the extent to which it has been developed in the country. Although not exhaustive, the potential of literary tourism within South Africa is subsequently considered by identifying places and writers that could be targeted for tourism development. This examination is then extended to the post-development or intangible potential literary tourism holds in terms of its educational capabilities, its capacity to catalyze an interest in reading and learning, as well as promote South Africa's literary heritage.

### Description:

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character, visiting particular place associated with a novel or a novelist, such as their home, or visiting a poet's grave. Some scholars regard literary tourism as a contemporary type of secular pilgrimage. There are also long-distance walking routes associated with writers, such as the Thomas Hardy Way. city's literary tourism potential. The first phase of the research included gathering information, works and texts that will support both the empirical analysis and the state of the art of the literary tourism product in Coimbra. Literary tourism is of increasing importance within the field of cultural and heritage tourism yet remains under-represented in academic literature. Smith, et al. Overall, respondents are positive about their experiences of Sligo as a literary destination and consider Yeats's legacy to be valuable from a tourism perspective. However, the outcomes of this study indicate a need for a more strategic and collaborative approach to the development and marketing of Sligo as a literary destination including a cohesive communications strategy. Save to Library.