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Review of the book entitled Heritage, Screen and Literary Tourism by Sheela Agarwall & Gareth Shaw; 317 pages, Publisher: Channel View Publications, Year: 2018

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The concepts of film or literary tourism are becoming increasingly interesting not only for researchers and students, but also for tourism practitioners and destination managers, who are interested in the demand and supply of these sub-types of tourism. What is more, heritage, screen and literary tourism, or shortly HSLT, is significant to a great many tourist destinations, as argued by the established authors of the book Sheela Agarwal, a Professor in Tourism Management at Plymouth University, and Gareth Shaw, a Professor of Retail and Tourism Management at the University of Exeter. *Heritage, Screen and Literary Tourism*, published in the Volume Aspects of Tourism, is the first existent book dealing with heritage, screen, and literary tourism together. These concepts are strongly linked, but in the academic texts usually considered separately. Considering all sub-types of tourism in one book represents an additional value of the Agarwal & Shaw's book and makes it a must read for researchers and students interested in HSLT. The textbook is divided into 9 chapters entitled 1 *Heritage Tourism: Exploring the Screen and Literary Nexus*, 2 *Demand and Heritage, Screen and Literary Tourism Markets*, 3 *The Heritage, Screen and Literary Tourism Debate*, 4

Heritage, Screen and Literary Tourism Development, 5 *Interpretation for Heritage, Screen and Literary Tourism*, 6 *Heritage, Screen and Literary Tourism Consumption*, 7 *The Heritage, Screen and Literary Tourism Nexus within Tourism Marketing*, 8 *Visitor Management for Heritage, Screen and Literary Tourism*, 9 *Conclusion*, and it offers a critical overview and a comprehensive analysis of heritage, screen and literary tourism in a global context – with case studies from Mexico, India, New Zealand, Taiwan, USA, Germany, Northern Ireland, United Kingdom, Canada, Macau, Italy, Thailand and Ecuador. On 317 pages it comprehensively covers the main issues related to the development, marketing and management of heritage, screen and literary tourism, and may, thus, serve as a handbook, a guide and a tool in the development of these special types of tourism.

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