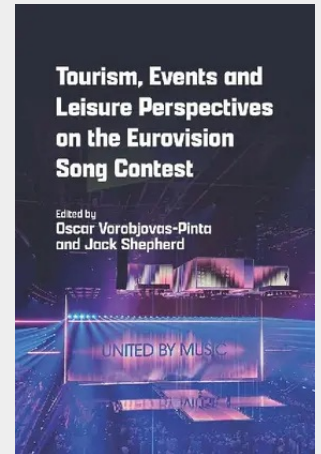


Tourism, Events and Leisure Perspectives on the Eurovision Song Contest

Takes scholarship on the Eurovision Song Contest beyond the political/international relations angle. This book explores the Eurovision Song Contest and its significance within tourism, events and leisure studies. The volume considers three main themes: Eurovision tourism and event impacts; event personalities and fandom; and the power and politics of events. Within these broader themes, the chapters focus on issues such as the relationship between tourism and identity, especially through mechanisms of destination branding and nation-building; the interplay of soft power, cultural diplomacy and critical geopolitics; and the central role of LGBTQI+ tourism, fan cultures and camp aesthetics in shaping the event's meanings. The book is an essential guide to Eurovision's big questions such as its longevity in the face of ongoing conflicts and its vital role in tourism promotion.

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165,20 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781845419097

Medium: Buch

ISBN: 978-1-84541-909-7

Verlag: Channel View Publications

Erscheinungstermin: 10.03.2026

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2026

Produktform: Gebunden

Gewicht: 567 g

Seiten: 254

Format (B x H): 161 x 240 mm

