

## Literary tourism as a field of research over the period 1997-2016

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### Abstract

Although literary tourism is not a new concept, the academic research in this field has not been able to reach adequate level since it has not come to the forefront yet as a tourism type in many parts of the world. This study aims at examining literary tourism as a field of research and determining its situation within tourism studies through a literature review. 132 articles over the period 1997-2016 included in the study were analysed regarding the journals they were published, research methods, research areas, literary tourism types and research themes by using content analysis technique. Although the study found that literary tourism is a wide-range academic field with its eight types and its relations with many tourism types and other social sciences as an interdisciplinary field, it also revealed academic research is limited except many regions of Europe. Literary tourism studies demonstrate that literary tourism has high research potential as an academic field since the results of studies show that literary tourism research cannot be generalised and they can vary according to literary figures. The studies also point out that literary tourism provides numerous benefits to destinations when developed as a special interest tourism type.

**Keywords:** Tourism research, literature review, literary tourism, literary tourists, literary place

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## Introduction

Literary tourism which is a significant and growing sector of the tourism industry originates when the popularity of a literary depiction or the stature of an individual author is such that people are drawn to visit the places that the author wrote about or was associated with (Busby & Klug, 2001, p. 319). In many countries, especially in the UK, literary tourism is an increasingly important and popular type of tourism. As Watson (2006, p. 5) asserts in her book:

*'literary tourism is so naturalised as a cultural phenomenon in the British Isles that one sees literary sites detailed in guidebooks and marked on the road map, and expects (and feels expected) to visit the museum shop and to buy the soap, the postcard and the bookmark'*

The development of literary tourism has caused the transformation of literary places to contribute to tourism development and stimulate the local economy rather than experiencing the settings of the authors' works or working environments (Müller, 2006). This is because, literary tourism has a wide range of activities including visiting places associated with authors such as houses, graves, museums etc., participating literary events like festivals or commemorations and participating organised literary tours. So destinations, whether rural or urban, have advantages to present and develop themselves in numerous ways through literary tourism (Topler, 2016). One of the advantages is about revenues from literary tourism activities (Fox, 2008). Destinations that promote literary tourism activities as an attraction will benefit from the revenue generator effect of these activities depending on the increasing number of tourists. According to Fox, uniqueness is another benefit of literary tourism. In other words, tourists cannot find the same activities at another destination and cannot have similar experiences.

Despite these benefits of literary tourism and increasing interest; the relationship between tourism and literature as a special interest has still remained in the background although it has very important potential sources in many parts of the world. In a similar manner, in the academic context, literary tourism remains an under-researched area (Smith, 2003) than the other types of special interest tourism. However, literary tourism is a type of tourism which has close relations with many types of tourism and has different types in itself. Therefore, the role of academic studies in the field cannot be denied in the development of literary tourism in line with the potential sources and in increasing the utilization rate of its benefits.

In this study which presents a review of the literature on literary tourism, aims to determine the situation of literary tourism as an academic field. Depending on this purpose, six research questions have been developed in the study and in the light of these questions; it has been identified the distribution of literary tourism studies by years, in which journals they published, which research methodologies they applied, which geographies and which countries they chose, which types of literary tourism they researched and which theme they investigate. Based upon these research questions, literary tourism was investigated as a field of research through literary tourism studies published from 1997 to 2016 in the study.

It is thought that this study will contribute to increasing the awareness of literary tourism as an academic field by determining the research topics in literary tourism and by presenting information about the contents and the results of the studies carried out in this field. The implications obtained from the study are significant in terms of indicating which activities are in the scope of literary tourism and in which areas of this type of tourism are inadequate in academic research. Hence, it can be said that the implications of the study serve as a guide to the researchers in this field for future studies.

## Literature Review

### *Defining Literary Tourism*

As a type of special interest tourism, literary tourism sits the intersection of cultural tourism and heritage tourism. While some researchers have evaluated literary tourism under heritage tourism (Herbert, 2001; Smith, 2003; Square, 1996); some researchers have considered literary tourism as a part of cultural tourism (Fox, 2008; Robinson & Andersen, 2002; Stiebel, 2004). Robinson & Andersen (2002, p. xiii) assert that literary tourism should be considered as the branch of cultural tourism regarding anthropological sense: It involves tourists and visitors identifying with, discovering, and creating signifiers of cultural values with those people who have become part of the cultural mythologies of places. On the other hand, according to the authors, it is a distinctive type as aesthetic cultural tourism due to it is based on creative arts. Because literature is not like other art forms. As distinct from visual arts and music, the author and the reader are closer to sharing the art, the reader can easily be included in the author's world. Substantially, cultural tourism and heritage tourism are very close to each other. Hoppen, Brown, & Fyall (2014) state that the fundamental difference between these two types of tourism is that heritage tourism is mostly a place-based tourism type. However, since heritage tourism also includes values such as people, architecture, traditions, artifacts and local histories, there is a great overlap between cultural tourism and heritage tourism. This is also valid for literary tourism because it covers both the characteristics of cultural tourism (e.g. cultural attractions such as literary figures, fictional characters, literary festivals etc.) and heritage tourism (e.g. visiting authors' houses or other author-related places) (Baleiro and Quinteiro, 2018: 31).

Literary tourism is closely related to many types of tourism including culture. For instance, visiting the graves of authors is also considered within literary tourism. It indicates that literary tourism is closely related to *dark tourism*. Another example indicating the relationship between literary tourism and dark tourism is the house Anne Frank was hidden between 1941-1944 who is the author of the world-famous book 'The Diary of Anne Frank' which is located in Amsterdam and services as museum-house. Literary tourism also has a close relationship with *event tourism*. As an essential product of literary tourism, the number of literary festivals is increasing every year and they are getting more popular. Another area that literary tourism has a close relationship is media which also contains *popular culture*. In their study, Busby & Klug (2001) have discussed literary tourism together with film and television tourism under the heading of *media-related tourism*.

### *Literary Tourism Types*

Besides being close to many tourism types, literary tourism is divided into many sub-categories within itself. There are various studies classify types of literary tourism. However, the first and most widely accepted study is Butler's (1986) study. Subsequent studies have adapted this classification of Butler or improved this classification by adding new literary tourism types. Butler's classification consists of four categories (Butler, 1986 cited in Busby & Klug, 2001, p. 321):

1. *Aspects of homage to an actual location*: This classification mostly includes the actual places associated with an author. These sites are usually the house where the author was born, lived or died, the house or another place where the author wrote his works and the graveyard of the author. Robinson (2002) suggests that the house of the author is arguably the most powerful tourism resource with appeal across a range of markets. Authors' houses allow tourists to engage in several emotional experiences and activities. These places are a source of intimacy, authenticity and insight into the mystery.

2. *Places of significance in the work of fiction*: Tourists may be drawn to literary places that form the settings for novels. Fiction may be set in locations that authors knew, and there is a merging of the real,

and the imagined that gives such places a special meaning. Fictional characters and events often generate the strongest imagery (Herbert, 2001, p. 314).

3. *Appeal of areas because they were appealing to literary and other figures*: This category includes destinations that address literary figures. It contains the development and marketing exercises of destinations by the public and private sector in terms of literary tourism.

4. *The literature gains popularity in a sense that the area becomes a tourist destination in its own right*: This category implies that a destination turns into a touristic destination without any effort by the popularity of an author or a literary work.

Busby & Klug (2001, p. 321) who proposed 'travel writing' as the fifth type of literary tourism defined travel writing as 'a vehicle through which places and people have been reinterpreted and communicated to wider audiences'. Studies in this type of literary tourism are usually conducted through guidebooks. The guidebook is a crucial part of the touristic process because it mediates the relationship between tourist and destination, as well as the relationship between host and guest. (Bhattacharyya, 1997, p. 372). 'Film-induced literary tourism' was proposed by Busby & Laviolette (2006, p. 149) as the sixth type of literary tourism. The authors defined film-induced literary tourism as 'tourism resulting from enhanced interest in a destination, secured through reading the literature after viewing the screenplay'. The seventh and eighth types of literary tourism were suggested in the published report by Mintel (2011). These types Mintel suggested are 'literary festivals' and 'bookshop tourism'. As mentioned in Mintel's report, literary festivals as especially in the UK there are a vast number of yearly events in which participants can interact with the authors or other celebrities easily as well as the authors have the chance to promote their literary works. Bookshop tourism which is the eighth type of literary tourism is the visitation of tourists to local bookshops for the destination-related works such as guidebooks and maps or books written by local authors (Hopen, Brown, & Fyall, 2014 as cited in Mintel, 2011).

## Methodology

This paper aims to provide an assessment of the current status of literary tourism as a field of research. In addition, this review of literary tourism also provides guiding implications for future studies. Content analysis technique was used to determine the status of literary tourism as a research field. Neuman (2014, p. 377-378) asserted that the content analysis study consisted of 6 stages: 1- formulate the research question, 2- decide on units of analysis, 3-develop a sampling plan, 4- construct coding categories and a recording sheet, 5- coding and intercoder reliability check, 6- data collection and analysis.

In the first stage, six sub-research questions were developed depending on the main purpose of the research. In this context, the study seeks to answer these following questions:

1. How is the distribution of publications across the period?
2. In which journals were these studies published?
3. Which research methodologies were applied?
4. Which geographies and which countries were chosen as research area?
5. Which types of literary tourism were researched?
6. Which themes were investigated in these studies?

In the next stage, the articles to be included in the analysis were limited to a period of 20 years. This paper focuses on the studies on literary tourism published between 1997-2016 regarding their distribution by years, the journals they were published, their research methods, research areas, literary

tourism types and research themes. Afterwards, articles on literary tourism were gathered from academic databases. In order to ensure the comprehensiveness of the study, six academic databases including EBSCOHost, Science Direct, Taylor & Francis, Emerald, Sage Premier and Google Scholar were included. In February – August 2017 period, articles on literary tourism and literary tourism types were identified and gathered from these databases by searching the keywords ‘*literary tourism*’, ‘*literature and tourism*’ and ‘*literary tourist*’. At the first stage, 98 articles related to these keywords were reached. After the inclusion of these articles, the references of each article were overviewed, and 37 more articles related to literary tourism and its types (travel writing, literary festivals, bookshop tourism etc.) were reached. After reviewing these articles, 3 articles were excluded from the study due to the fact that they were not carried out on the basis of literature and tourism relationship. Totally 132 articles which were published in English language peer-reviewed journals between 1997-2016 were included in the study. Books, dissertations, book reviews, conference proceedings or abstracts are excluded from this study.

After retrieving the articles, on MS Word 2016 a recording sheet consisting of the name, author, journal, research method, research area, literary tourism type and related theme sections were created. Before starting the data analysis, the articles are classified according to the year of publication. Thereafter, the journals where the articles were published, research methods and research areas of articles were determined. Next, the articles were analysed again in detail and it was determined that the studies were conducted within the context of which of the eight literary tourism types and the themes were revealed by determining the concepts emphasized in the articles.

## Results

This section provides the findings of the distribution of literary tourism articles by years, the academic journals they were published, the research methods they applied, their research areas, literary tourism types they were categorised and literary tourism themes they investigated.

### *Number of publications by years*

The distribution of the publications in the research period (1997-2016) is displayed in Figure 1. Considering to the distribution of academic studies in the field of literary tourism over the past two decades, it is not possible to say that there is a steady increase or decrease in the annual number of studies. Figure 1 shows that the number of studies is fluctuating. Accordingly, it is not possible to say that the awareness of literary tourism and the interest of the researchers have increased after a certain period. However, in 2016 there was a boom in the number of studies in this field, and the number of studies increased by 120% compared to the previous year. If this increase in 2016 continues regularly in the following years, it can be said that 2016 will be a milestone in the literary tourism research.

### *The journals in which articles were published*

According to the distribution of academic journals, the majority of publications were published in academic journals only in the field of tourism (52.27%,  $N = 69$ ). These journals are shown as *italic* in Table 1. As can be seen from Table 1, *Annals of Tourism Research*, *Journal of Tourism and Cultural Change*, *Tourism Geographies* and *Tourist Studies* are the journals that have more articles published on literary tourism. Other journals are interdisciplinary journals in which publications from other fields of social sciences are also included. In addition, academic journals in literature field publish studies in the context of literary tourism.

**Table 1.** *The journals in which literary tourism studies were published from 1997 to 2016*

<i>Annals of Tourism Research</i>	10	<i>International Journal of Culture, Tourism and Hospitality Research</i>	1
<i>Journal of Tourism and Cultural Change</i>	8	<i>International Journal of Francophone Studies</i>	1
<i>Tourism Geographies</i>	6	<i>International Journal of Language, Translation and Intercultural Communication</i>	1
<i>Tourist Studies</i>	6	<i>International Journal of Regional and Local History</i>	1
<i>International Journal of Tourism Research</i>	5	<i>JASAL Journal of the Association for the Study of Australian Literature</i>	1
<i>European Journal of Cultural Studies</i>	4	<i>Journalism and Mass Communication</i>	1
<i>European Journal of Tourism, Hospitality and Recreation</i>	4	<i>Journal of Biodiversity and Environmental Sciences</i>	1
<i>Tourism Recreation Research</i>	4	<i>Journal of Destination Marketing &amp; Management</i>	1
<i>Continuum: Journal of Media &amp; Cultural Studies</i>	3	<i>Journal of Hospitality Marketing &amp; Management</i>	1
<i>European Romantic Review</i>	3	<i>Journal of Human Ecology</i>	1
<i>Journal of Travel Research</i>	3	<i>Journal of Policy Research in Tourism, Leisure and Events</i>	1
<i>Tourism Management</i>	3	<i>Journal of Tourism Consumption and Practice</i>	1
<i>Current Writing: Text and Reception in Southern Africa</i>	2	<i>Journal of Tourism &amp; Hospitality</i>	1
<i>International Journal of Cultural Studies</i>	2	<i>Journal of Vacation Marketing</i>	1
<i>International Journal of Heritage Studies</i>	2	<i>Journal of Victorian Culture</i>	1
<i>Journal of Heritage Tourism</i>	2	<i>Journeys</i>	1
<i>Journal of Historical Geography</i>	2	<i>Lit: Literature Interpretation Theory</i>	1
<i>Lucrări Științifice Management Agricol</i>	2	<i>Literary Geographies</i>	1
<i>The Cartographic Journal</i>	2	<i>Metro Magazine: Media &amp; Education Magazine</i>	1
<i>Acta Turistica</i>	1	<i>Mousaion</i>	1
<i>AlmaTourism: Journal of Tourism, Culture and Territorial Development</i>	1	<i>Museum History Journal</i>	1
<i>Anatolia: An International Journal of Tourism and Hospitality</i>	1	<i>New Review of Film and Television Studies</i>	1
<i>Annals of the Association of American Geographers</i>	1	<i>Nineteenth-Century Contexts</i>	1

Arab World English Journal	1	Nineteenth Century Theatre and Film	1
Area	1	Research Journal of Agricultural Science	1
Art History	1	Scandinavian Journal of Hospitality and Tourism	1
Asia Pacific Journal of Tourism Research	1	Scrutiny2	1
Caribbean Quarterly: A Journal of Caribbean Culture	1	Social & Cultural Geography	1
Changing English	1	Studies in Popular Culture	1
Christianity and Literature	1	Studies in Romanticism	1
Critical Arts: South-North Cultural and Media Studies	1	TOURISM – An International Interdisciplinary Journal	1
Critical Survey	1	Tourism and Hospitality Planning & Development	1
Dos Algarves: A Multidisciplinary E-Journal	1	TOURISM Case Study	1
ELH	1	Tourism, Culture & Communication	1
Food, Culture & Society	1	TOURISM: Preliminary Communication	1
Geoforum	1	Transactions of the Institute of British Geographers	1
History Compass	1	Twentieth - Century Literature	1
Interdisciplinary Management Research	1	Western Historical Quarterly	1
Informatol	1	Women’s Studies	1

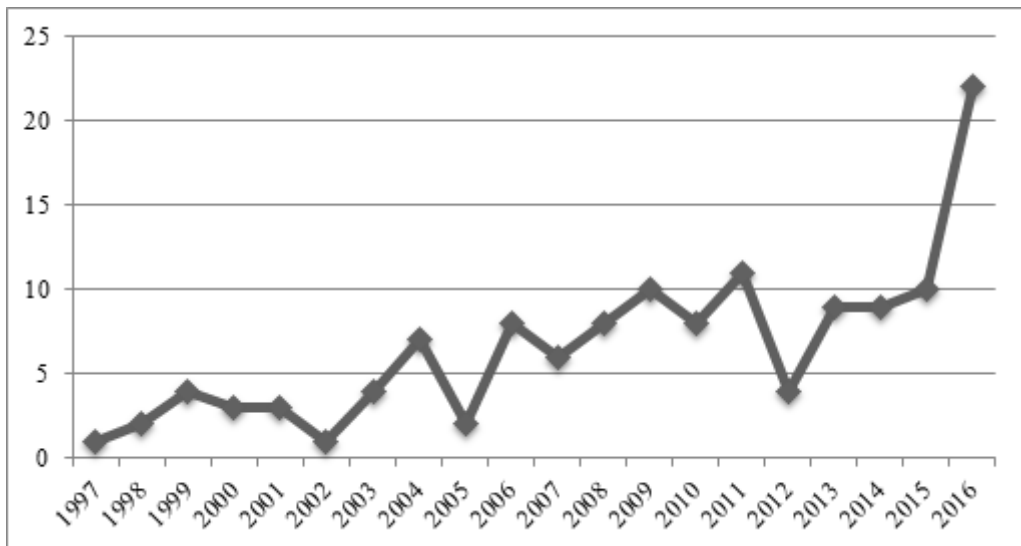


Figure 1. Number of publications in the period of 1997-2016

Research methods

This section presents data about research methods of studies. Table 2 shows that a large number of papers published is empirical research.

**Table 2.** *Research methods applied by literary tourism studies*

Conceptual		Empirical			
8	6.06%	124	93.94%		
Quantitative		Qualitative		Mixed	
9	7.26%	107	86.29%	8	6.45%

Only 6% of the papers were designed as conceptual paper and conceptually examined issues related to literary tourism ( $N = 8$ ). For example, in one of these studies, Hoppen, Brown, & Fyall (2014) discussed the opportunities and challenges of literary tourism concerning destination marketing and branding.

Quantitative papers comprise 7.26% of all publications ( $N = 9$ ). The majority of these studies tried to determine characteristics, motivations, expectation and satisfaction levels of literary tourists (Busby & Devereux, 2015; Busby & Klug, 2001; Busby & Shetliffe, 2013; Fairer-Wessels, 2010; Herbert, 2001) or the reactions of residents in literary related destinations (Busby, Brunt, & Lund, 2003) using the questionnaire technique. A limited number of studies conducted mixed method research in which quantitative and qualitative methods were used together (6.45%,  $N = 8$ ). Some of these papers, on the one hand, were tried to determine the attitudes of literary tourists by quantitative techniques while on the other hand they gathered data by qualitative methods from the authorities about the issues such as marketing or management of literary places (Carl, Kindon, & Smith, 2007; Smith, 2003) or from the related books (Cosma, Pop, & Negrusa, 2007; Ryan, Yanning, Huimin, & Song, 2009).

Amongst literary tourism studies reviewed, the majority of papers are qualitative; they account for 86.29% ( $N = 107$ ) of all published empirical papers. The use of qualitative methods in literary tourism research indicates that the results of studies cannot be generalised and can vary depending on literary figures, literary places or destinations. Therefore, in these studies *case study design* was the most commonly used qualitative research design. Besides, some of the studies adopted the *ethnographic approach* and most of them were carried out by using auto-ethnography (Beeton, 2010; Brown, 2016a; Gentile & Brown, 2015; Ridanpää, 2011; Spooner, 2014; Stiebel, 2013). *Observation* and *interview* techniques were mostly applied to gather data in qualitative studies. In addition, a considerable amount of studies, especially in travel writing type, used *textual analysis*, *document analysis* or *discourse analysis* techniques to gather data.

#### *Research areas*

The results of the present study demonstrate that literary tourism research has a wide geographical distribution. Table 3 presents data about research areas of studies.

The majority of literary tourism studies chose a specific region or only a literary place or a literary figure within that specific region as a research area ( $N = 120$ ). The rest of the papers introduced comparative results by incorporating several different regions into the survey (Cohen-Hattab & Kerber, 2004; Hazard, 2016; McLaughlin, 2016; Robertson & Yeoman, 2014; van Es & Reijnders, 2016a, 2016b; Wallace, 2009). Literary tourism studies were conducted in 33 different regions across Africa, America, Asia, Europe and Oceania. The most substantial proportion of all papers chose a part of Europe as a research area ( $N = 70$ ), and approximately half of these studies were conducted in the UK ( $N = 33$ ).



**Table 3.** *Research areas chosen by literary tourism studies*

<b>Africa</b>	5	Egypt	Dunn (2006)
		The Republic of South Africa	Fairer-Wessels (2010); Stiebel (2004); Stiebel (2007); Stiebel (2010)
<b>America</b>	16	Canada	Cohen-Hattab & Kerber (2004); Fawcett & Cormack (2001); Gothie (2016); Lerena (2015)
		Central America	Dym (2004)
		USA	Cassell (2016); Chiang (2004); Delyser (2003); Hazard (2016); Jortner (2013); McLaughlin (2016); Santos (2006); van Es & Reijnders (2016a, 2016b); Watson (2013); Waysdorf & Reijnders (2016)
<b>Asia</b>	17	China	Jia (2009); Jiang & Xu (2016a, 2016b); Robertson & Yeoman (2014); Ryan, Yanning, Huimin, & Song (2009); Yu & Xu (2016)
		Hong Kong	Wong & Liu (2011)
		Indonesia	McGregor (2000); O'Connor & Kim (2014)
		India	Bhattacharyya (1997)
		Iran	Beigi, Ramesht, & Azani (2015); Johnson (2010)
		Israel	Cohen-Hattab & Kerber (2004)
		Japan	Nishimura, Waryszak, & King (2006, 2007)
		South Korea	Lee & Weaver (2014)
<b>Europe</b>	70	Tajikistan	Bidaki & Hosseini (2014)
		Albania	Erkoçi (2016)
		Croatia	Fox (2008)
		France	Brown (2016a, 2016b); McClinchey (2015); Petroman, Petroman, & Brătulescu (2008); Robertson & Radford (2009)
		Greece	Busby & O'Neill (2006); O'Neill, Butts, & Busby (2005)
		Ireland	Alghureiby (2015); Ashworth & Ashworth (1998); Johnson (2004); O'Connor & Kim (2014); Wallace (2009)
		Italy	Gentile & Brown (2015); Rossetti (2016); Stiebel (2013)
		Netherlands	Busby & Devereux (2015); Hartmann (2013)
		Portugal	Marques & Cunha (2013)
		Romania	Cosma, Pop, & Negrușă (2007); Light (2007); Muresan & Smith (1998); Petroman, Csaholczi, Negrut, Marin, & Petroman (2016); Reijnders (2011); Tolic, Petroman, Petroman, Bălan, & Popa (2009)
		Russia	Wallace (2009)
		Slovenia	Topler (2016)
		Spain	Busby, Korstanje, & Mansfield (2011); Scarfuto (2013)
		Sweden	Jenkins (2011); Müller (2006); Ridanpää (2011); van Es & Reijnders (2016a, 2016b)
		Switzerland	McLaughlin (2016)
Turkey	Tekgül (2016)		
UK	Bhandari (2008); Booth (2008); Busby & Klug (2001); Busby & Shetliffe (2013); Busby, Brunt, & Lund (2003); Cohen-Hattab & Kerber (2004); Cooper & Gregory (2011); Donaldson, Gregory, & Murrieta-Flores (2015); Earl (2008); Frost & Laing (2014); Gibson (2006); Gilbert (1999); Herbert (2001); Lee (2012); MacLeod, Hayes, & Slater (2009); Martin-Jones (2014); McLaughlin (2016); Nixon (2014); O'Connor & Bolan (2008); Philips (2011); Plate (2006); Robertson & Radford (2009); Santesso (2004); Seaton (1999); Smith (2003); Spooner (2014); Ulin (2009); van Es & Reijnders (2016a, 2016b); Watkins & Herbert (2003); Westover (2012); Young (2015); Zengulys (2000)		
<b>Oceania</b>	19	Australia	Beeton (2010); Carson, Hawkes, Gislason, & Martin (2013); Carson, Hawkes, Gislason, & Cantrell (2016); Driscoll (2015); Driscoll (2016); Frost (2006);

		Johanson & Freeman (2012); Nishimura, Waryszak, & King (2006, 2007); Robertson & Yeoman (2014); Stewart (2010); Yiannakis & Davies (2012)
	New Zealand	Buchmann, Moore, & Fisher (2010); Carl, Kindon, & Smith (2007); Croy (2010); Pan & Ryan (2007); Peaslee (2011); Tzanelli (2004)
	Pitcairn Islands	Amoamo (2013)

### *Literary tourism types*

The publications examined in the present study were analysed within the frame of eight literary tourism types above-mentioned. The majority of papers contain one literary tourism type ( $N = 86$ ), whilst some of the papers consist of two or three literary tourism types ( $N = 43$ ). Table 4 provides data about the distribution of literary tourism types the papers contain.

There are 22 papers in the first category which is about actual places associated with authors such as birthplaces, houses, workplaces or graves. This represents 16,66% of all papers. In this category, many of the studies investigated the houses of authors associated with Europe which are open to tourism today. These authors are Dylan Thomas, Jane Austen (Herbert, 2001); John Milton (Santesso, 2004); Robert Burns (Bhandari, 2008); Mary Russell Mitford (Booth, 2008); Honoré de Balzac (Petroman, Petroman, & Brătuțescu, 2008); Vladimir Nabokov, Alexander Pushkin (Wallace, 2009); Virginia Woolf (Robertson & Radford, 2009); Lord Byron (Busby & Shetliffe, 2013); Anne Frank (Busby & Devereux, 2015; Hartmann, 2013) and Gabriele D'Annunzio (Gentile & Brown, 2015). Visits to authors' graves are also included in this type of literary tourism. In his study Westover (2009) analysed the book of William Goodwin's titled *Essay on Sepulchres* which is about visiting graves or in other words, necromanticism. Regarding this issue, autoethnographic research was conducted by Tolic, Petroman, Petroman, Bălan, & Popa (2009) to the grave of Eugène Ionesco and by Brown (2016b) to the graves of Jean-Paul Sartre and Simone de Beauvoir.

39 studies were conducted comprising fictional places or characters in the works of authors which is the second type of literary tourism. These papers comprise 29.54% of all publications. In some of these studies, landscapes of destinations associated with fictional works of authors were chosen as a research topic. For example; Limerick in Franck McCourt's *Angela's Ashes* (Ashworth & Ashworth, 1998), Chelsea in Virginia Woolf's *Night and Day* (Zemgulys, 2000), Southern California in Helen Hunt Jackson's *Ramona* (Delyser, 2003), Dublin in James Joyce's *Dubliners* (Johnson, 2004), Monterey in John Steinbeck's *Cannery Row* (Chiang, 2004), Madrid in Marc Lambron's *L'Impromptu de Madrid* and Antonio Munoz Molina's *Mysteries of Madrid* (Busby, Korstanje, & Mansfield, 2011), Gjirokastra in İsmail Kadare's *Chronicle in Stone* (Erkoçi, 2016). In the remaining papers, fictional characters and touristic values of these characters concerning their relevant destinations were investigated. These characters are; Bram Stoker's *Dracula* character (Cosma, Pop, & Negrusa, 2007; Light, 2007; Muresan & Smith, 1998; Reijnders, 2011), Lucy Maud Montgomery's *Anne Shirley* character (Fawcett & Cormack, 2001; Gothie, 2016); Ned Kelly character (Frost, 2006); Håkan Nesser's *Van Veeteren* character (Jenkins, 2011); J. K. Rowling's *Harry Potter* character (Lee, 2012; Waysdorf & Reijnders, 2016); Michael Ondaatje's *Anna* character (Robertson & Radford, 2009); Ian Fleming's *James Bond* character (Reijnders, 2010); Sir Arthur Conan Doyle's *Sherlock Holmes* character (McLaughlin, 2016; van Es & Reijnders, 2016a, 2016b); Raymond Chandler's *Philip Marlowe* character (van Es & Reijnders, 2016a, 2016b); Stieg Larsson's *Lisbeth Salander* character (van Es & Reijnders, 2016a, 2016b).

**Table 4.** *The distribution of literary tourism types*

1.	<b>Aspects of homage to an actual location</b>	22	Bhandari (2008); Booth (2008); Brown (2016a, 2016b); Busby & Devereux (2015); Busby & Shetliffe (2013); Fawcett & Cormack (2001); Gentile & Brown (2015); Hartmann (2013); Hazard (2016); Herbert (2001); Smith (2003); Petroman, Petroman, & Brătulescu (2008); Petroman, CsaHolczi, Negrut, Marin, & Petroman (2016); Robertson & Radford (2009); Santesso (2004); Stiebel (2013); Tolic, Petroman, Petroman, Bălan, & Popa (2009); Wallace (2009); Watson (2013); Westover (2009); Young (2015)
2.	<b>Places of significance in the work of fiction</b>	39	Ashworth & Ashworth (1998); Beeton (2010); Buchmann, Moore, & Fisher (2010); Busby & O'Neill (2006); Busby, Brunt, & Lund (2003); Busby, Korstanje, & Mansfield (2011); Carl, Kindon, & Smith (2007); Chiang (2004); Cosma, Pop, & Negruša (2007); Croy (2010); Delyser (2003); Erkoçi (2016); Fairer-Wessels (2010); Fawcett & Cormack (2001); Frost (2006); Frost & Laing (2014); Gothie (2016); Jenkins (2011); Johnson (2004); Lee (2012); Light (2007); McLaughlin (2016); Muresan & Smith (1998); Murray-Román (2009); O'Connor & Bolan (2008); O'Neill, Butts, & Busby (2005); Peaslee (2011); Perkin (2008); Reijnders (2010); Reijnders (2011); Robertson & Radford (2009); Rubiés & Bacon (2000); Ryan, Yanning, Huimin, & Song (2009); Tekgül (2016); Tzanelli (2004); van Es & Reijnders (2016a, 2016b); Waysdorf & Reijnders (2016); Zemgulys (2000)
3.	<b>Appeal of areas because they were appealing to literary and other figures</b>	51	Alghureiby (2015); Beeton (2010); Beigi, Ramesht, & Azani (2015); Bhandari (2008); Bidaki & Hosseini (2014); Busby, Brunt, & Lund (2003); Carson, Hawkes, Gislason, & Martin (2013); Carson, Hawkes, Gislason, & Cantrell (2016); Chiang (2004); Cohen-Hattab & Kerber (2004); Cosma, Pop, & Negruša (2007); Croy (2010); Earl (2008); Erkoçi (2016); Fox (2008); Frost (2006); Frost & Laing (2014); Gothie (2016); Jia (2009); Jiang & Xu (2016a, 2016b); Lee (2012); Lee & Weaver (2014); Lerena (2015); Light (2007); MacLeod, Hayes, & Slater (2009); Marques & Cunha (2013); Muresan & Smith (1998); Müller (2006); Nixon (2014); O'Connor & Bolan (2008); Peaslee (2011); Petroman, CsaHolczi, Negrut, Marin, & Petroman (2016); Plate (2006); Ridanpää (2011); Scarfuto (2013); Spooner (2014); Stiebel (2004); Stiebel (2007); Stiebel (2010); Stiebel (2013); Topler (2016); Ulin (2009); van Es & Reijnders (2016a, 2016b); Wallace (2009); Watkins & Herbert (2003); Watson (2013); Waysdorf & Reijnders (2016); Yiannakis & Davies (2012); Yu & Xu (2016)
4.	<b>The literature gains popularity in a sense that the area becomes a tourist destination in its own right</b>	10	Ashworth & Ashworth (1998); Busby & O'Neill (2006); Carl, Kindon, & Smith (2007); Chiang (2004); Fairer-Wessels (2010); Martin-Jones (2014); O'Neill, Butts, & Busby (2005); Ridanpää (2011); Ryan, Yanning, Huimin, & Song (2009); Tzanelli (2004)
5.	<b>Travel Writing</b>	34	Amoamo (2013); Bhattacharyya (1997); Busby & O'Neill (2006); Caesar (1999); Cohen-Hattab & Kerber (2004); Cooper & Gregory (2011); Dann (1999); Donaldson, Gregory, & Murrieta-Flores (2015); Dunn (2006); Dym (2004); Gilbert (1999); Hazard (2016); Johnson (2004); Johnson (2010); Jortner (2013); Kilbride (2011); McClinchey (2015); McCracken-Flesher (2016); McGregor (2000); McLaughlin (2016); Mulligan (2016); Nishimura, Waryszak, & King (2006, 2007); Pan & Ryan (2007); Pettinger (2008); Philips (2011); Richterich (2011); Rubiés & Bacon (2000); Santos (2006); Scarfuto (2013); Westover (2012); Wilson, Holdsworth, & Witsel (2009); Wong & Liu (2011); Yu & Xu (2016)
6.	<b>Film-Induced Literary Tourism</b>	24	Beeton (2010); Beeton (2011); Buchmann, Moore, & Fisher (2010); Busby & Klug (2001); Busby, Brunt, & Lund (2003); Carl, Kindon, & Smith (2007); Cosma, Pop, & Negruša (2007); Croy (2010); Frost (2006); Frost & Laing (2014); Gibson (2006); Lee (2012); Light (2007); Martin-Jones (2014); Muresan & Smith (1998); O'Connor

			& Bolan (2008); O'Connor & Kim (2014); O'Neill, Butts, & Busby (2005); Peaslee (2011); Reijnders (2010); Reijnders (2011); Ryan, Yanning, Huimin, & Song (2009); Tzanelli (2004); Waysdorf & Reijnders (2016)
7.	<b>Literary Festivals</b>	7	Cassell (2016); Driscoll (2015); Johanson & Freeman (2012); Robertson & Yeoman (2014); Rossetti (2016); Stewart (2010); Weber (2015)
8.	<b>Bookshop Tourism</b>	2	Driscoll (2016); Seaton (1999)

The third type of literary tourism is the most prolific category of literary tourism types. 51 studies were conducted in this group in which the destinations addressing literary figures were chosen as research areas. This represents 38.63% of all publications. The studies of this category are divided into three sub-types. In the first group, studies dealt with the strategies, policies and plans of the literary tourism destination authorities related to literary products or evaluated to their marketing, promotion, image and branding efforts and made suggestions (Alghureiby, 2015; Beeton, 2010; Bhandari, 2008; Busby, Brunt, & Lund, 2003; Chiang, 2004; Cohen-Hattab & Kerber, 2004; Cosma, Pop, & Negrusa, 2007; Croy, 2010; Frost, 2006; Frost & Laing, 2014; Light, 2007; Muresan & Smith, 1998; Müller, 2006; Nixon, 2014; O'Connor & Bolan, 2008; Ridanpää, 2011; Wallace, 2009; Watkins & Herbert, 2003; Watson, 2013). In the second group, research was conducted in potential literary destinations that literary tourism has not come to the forefront yet about the development of literary tourism products or literary trails (Beigi, Ramesht, & Azani, 2015; Bidaki & Hosseini, 2014; Carson, Hawkes, Gislason, & Martin, 2013; Carson, Hawkes, Gislason, & Cantrell, 2016; Erkoçi, 2016; Fox, 2008; Jia, 2009; MacLeod, Hayes, & Slater, 2009; Petroman, Csaholczi, Negrut, Marin, & Petroman, 2016; Stiebel, 2004; Stiebel, 2007; Stiebel, 2010; Topler, 2016; Yiannakis & Davies, 2012). Studies in the third group investigated experiences of literary tourists in related with literary attractions, literary tours and other products destinations offer (Earl, 2008; Gothie, 2016; Jiang & Xu, 2016a, 2016b; Lee, 2012; Peaslee, 2011; Plate, 2006; Spooner, 2014; Stiebel, 2013; van Es & Reijnders, 2016a, 2016b; Waysdorf & Reijnders, 2016; Yu & Xu, 2016).

34 studies were conducted in the 'travel writing' type of literary tourism; they account for 25.75% of all publications. In this category, many of the papers were based on the fact that guidebooks or travel books are essential means of representing destinations and these are influential in tourist behaviour (Bhattacharyya, 1997; Cohen-Hattab & Kerber, 2004; Dunn, 2006; Gilbert, 1999; Johnson, 2004; Johnson, 2010; McClinchey, 2015; McGregor, 2000; McLaughlin, 2016; Philips, 2011; Yu & Xu, 2016). On the other hand, guidebook use by tourists was also investigated by some of the papers (Nishimura, Waryszak, & King, 2006, 2007; Wong & Liu, 2011). The remaining studies focused on travel writings at specific periods to better understand some concepts or phenomena in that period (Dym, 2004; Jortner, 2013; Kilbride, 2011; McCracken-Flesher, 2016; Scarfuto, 2013; Westover, 2012). Besides these, gender differences in travel writing is also an important research topic (Caesar, 1999; Johnson, 2010; Mulligan, 2016; Pan & Ryan, 2007; Wilson, Holdsworth, & Witsel, 2009).

24 papers were published in the category of film-induced literary tourism type. These papers made up 18.18% of all publications. Among the literature adaptations, the movies which are the most research topics are; *Lord of the Rings* trilogy (Buchmann, Moore, & Fisher, 2010; Carl, Kindon, & Smith, 2007; Croy, 2010; Peaslee, 2011; Tzanelli, 2004), *Dracula* movie series (Cosma, Pop, & Negrusa, 2007; Light, 2007; Muresan & Smith, 1998; Reijnders, 2011), *Captain Corelli's Mandolin* (Busby & O'Neill, 2006; O'Neill, Butts, & Busby, 2005) and *Harry Potter* movie series (Lee, 2012; Waysdorf & Reijnders, 2016). A limited number of studies conducted research in the fourth type (7.57%,  $N = 10$ ), seventh type (5.30%,  $N = 7$ ) and eighth type (1.51%,  $N = 2$ ) of literary tourism.

### *Literary tourism themes*

Though this section does not present a quantitative expression, it informs about the themes and concepts that are subject to many literary tourism studies. As a result of analysis of literary tourism studies, the most frequently used themes were revealed as authenticity, motivations and experiences of literary tourists, management issues, marketing issues, interpretation, literary trails and literary tours, commodification, literary pilgrimage and literary awareness. Table 5 presents data about literary tourism types.

**Table 5.** *Literary tourism themes*

Literary Tourism Themes	Sub-subject Related to Theme	Relevant Papers
<b>Authenticity</b>	A number of literary tourism studies addressed the issue of authenticity by evaluating literary places regarding authenticity. These studies are particularly relevant to the first category of Butler's literary tourism classification which includes actual places associated with an author. The objective authenticity is the research topic. The objects exhibited in author-related houses serving as a museum were examined whether they were indeed the objects used by the authors and the effect of authenticity degree of these objects to literary tourists' experiences were investigated.	Bhandari, 2008; Booth, 2008; Brown 2016a; Fawcett & Cormack, 2001; Gentile & Brown, 2015; Hazard, 2016; Herbert, 2001; Jia, 2009; Petroman, Petroman, & Brătulescu, 2008; Ridanpää, 2011; Santesso, 2004; Stiebel, 2013; Wallace, 2009; Watson, 2013; Young, 2015
	Many papers focused upon the characteristics of destinations in fictional or non-fictional texts in the context of authenticity and tried to explore the effect of these texts to travel decisions, experience quality or satisfaction levels of literary tourists.	Cohen-Hattab & Kerber, 2004; Delyser, 2003; Fairer-Wessels, 2010; Johnson, 2010; Kilbride, 2011; Lerena, 2015; McGregor, 2000; Mulligan, 2016; Plate, 2006; Ridanpää, 2011; Ryan, Yanning, Huimin, & Song, 2009; Spooner, 2014; van Es & Reijnders, 2016a, 2016b
	A number of papers focused on the authenticity issue in terms of destinations which are popular through a movie and included in the film-induced literary tourism categorization.	Buchmann, Moore, & Fisher, 2010; Busby & O'Neill, 2006; Frost, 2006; O'Neill, Butts, & Busby, 2005; Peaslee, 2011; Reijnders, 2011; Tzanelli, 2004; Waysdorf & Reijnders, 2016
<b>Motivations and Experiences of Literary Tourists</b>	Some of the studies analysed the motivations and experiences of literary tourists visiting an actual literary site or travelling to a literary tourism destination. These studies represent the first and third categories of Butler's classification. These sites and destinations are attractive for tourists because of their connection with authors, literary figures or fictional characters, the authentic objects they contain, and the emotional connections are established.	Amoamo, 2013; Busby & Devereux, 2015; Busby & Shetliffe, 2013; Carson, Hawkes, Gislason, & Cantrell, 2016; Driscoll, 2016; Erkoçi, 2016; Fairer-Wessels, 2010; Herbert, 2001; Jia, 2009; Jiang & Xu, 2016a; Lee & Weaver, 2014; McClinchey, 2015; Ryan, Yanning, Huimin, & Song, 2009; Wallace, 2009; Watson, 2013; Young, 2015; Yu & Xu, 2016
	In many of the papers published of film-induced literary tourism type, the	Beeton, 2010; Buchmann, Moore, & Fisher, 2010; Busby & Klug, 2001; Busby & O'Neill, 2006; Carl, Kinson, & Smith, 2007; Croy,

	experiences of tourists visiting film locations are the topic of the research.	2010; Frost, 2006; Lee, 2012; Martin-Jones, 2014; Muresan & Smith, 1998; O'Connor & Bolan, 2008; Peaslee, 2011; Reijnders, 2010; Reijnders, 2011; Waysdorf & Reijnders, 2016
	In a number of papers, the researchers conducted their research as part of the experience with a literary pilgrim point of view. In most of these studies, the autoethnographic approach was preferred.	Booth, 2008; Brown, 2016a, 2016b; Earl, 2008; Gentile & Brown, 2015; Tolic, Petroman, Petroman, & Bălan, 2009; Plate, 2006; Robertson & Radford, 2009; Spooner, 2014, van Es & Reijnders, 2016a, 2016b
<b>Management Issues</b>	Some of the papers addressed management issues as spatially. These studies mostly discussed the strategies, decisions and choices about the management of the literary place and the responsibilities and characteristics of the managers in the management process.	Fawcett & Cormack, 2001; Fox, 2008; Hartmann, 2013; Herbert, 2001; Jia, 2009; Jiang & Xu, 2016b; Santesso, 2004; Smith, 2003; Topler, 2016; Young, 2015
	The papers addressing the sustainable development of touristic destinations generally focused on the role of literary figures in the destination in this development and investigated issues such as planning, policymaking, strategies, partnerships on the destination basis.	Bidaki & Hosseini, 2014; Chiang, 2004; Cosma, Pop, & Negrusa, 2007; Delyser, 2003; Driscoll, 2016; Lee & Weaver, 2014; Light, 2007; Marques & Cunha, 2013; Müller, 2006; Ridanpää, 2011; Seaton, 1999; Watkins & Herbert, 2003; Yiannakis & Davies, 2012
	Few studies addressed the issue of event management within the scope of literary festivals.	Cassell, 2016; Robertson & Yeoman, 2014; Rossetti, 2016; Stewart, 2010
<b>Marketing Issues</b>	The majority of the studies are related to destination marketing. Amongst these papers, according to the third category of Butler's classification, some of the papers are about marketing destinations through literary figures whilst the remaining papers are related to issues such as destination image, destination branding, cultural identity.	Alghureiby, 2015; Beeton, 2010; Bhandari, 2008; Bidaki & Hosseini, 2014; Busby & Klug, 2001; Busby & O'Neill, 2006; Busby, Brunt, & Lund, 2003; Busby, Korstanje, & Mansfield, 2011; Carson, Hawkes, Gislason, & Cantrell, 2016; Cohen-Hattab & Kerber, 2004; Cosma, Pop, & Negrusa, 2007; Croy, 2010; Driscoll, 2016; Erkoçi, 2016; Frost, 2006; Frost & Laing, 2014; Gothie, 2016; Hoppen, Brown, & Fyall, 2014; Light, 2007; MacLeod, Hayes, & Slater, 2009; Marques & Cunha, 2013; Martin-Jones, 2014; Nixon, 2014; O'Connor & Bolan, 2008; O'Connor & Kim, 2014; O'Neill, Butts, & Busby, 2005; Petroman, Csaholczi, Negrut, Marin, & Petroman, 2016; Tzanelli, 2004; Wallace, 2009; Watkins & Herbert, 2003; Watson, 2013; Yu & Xu, 2016
	The papers on literary place marketing addressed issues such as marketing strategies of the places, place promotion and promotional tools.	Fawcett & Cormack, 2001; Hartmann, 2013; Jiang & Xu, 2016b; Muresan & Smith, 1998; Topler, 2016
<b>Interpretation</b>	The majority of interpretation strategies research is based on evaluating these strategies in terms of site management or investigating how these interpretation	Ashworth & Ashworth, 1998; Booth, 2008; Fawcett & Cormack, 2001; Fox, 2008; Gothie, 2016; Hartmann, 2013; Herbert, 2001; Jia, 2009; Marques & Cunha, 2013; Muresan & Smith, 1998; Petroman,

	decisions affect the literary tourists' experiences.	Petroman, & Brătulescu, 2008; Santesso, 2004; Scarfuto, 2013; Tekgül, 2016; Wallace, 2009; Waysdorf & Reijnders, 2016; Young, 2015; Yu & Xu, 2016
<b>Literary Trails &amp; Literary Tours</b>	In a number of literary tourism studies, the researchers conducted research on literary trails developed or intended to be developed in literary tourism destinations.	Carson, Hawkes, Gislason, & Martin, 2013; Carson, Hawkes, Gislason, & Cantrell, 2016; Erkoçi, 2016; MacLeod, Hayes, & Slater, 2009; Nixon, 2014; Petroman, CsaHolczi, Negrut, Marin, & Petroman, 2016; Scarfuto, 2013; Stiebel, 2007; Stiebel, 2010; Stiebel, 2013; Topler, 2016
	Some of the studies chose guided literary tours organized in literary tourism destinations as a research topic.	Beeton, 2010; Buchmann, Moore, & Fisher, 2010; Carl, Kindon, & Smith, 2007; Earl, 2008; Fairer-Wessels, 2010; Lee, 2012; Light, 2007; Muresan & Smith, 1998; O'Connor & Kim, 2014; Peaslee, 2011; Plate, 2006; Reijnders, 2011; Ridanpää, 2011; Spooner, 2014; van Es & Reijnders, 2016a, 2016b
<b>Commodification</b>	Although in fact the majority of literary tourism studies indirectly involve the topic of commodification, only a few studies focused primarily on the commodification processes.	Amoamo, 2013; Bhandari, 2008; Delyser, 2003; Fox, 2008; Gothie, 2016; Kilbride, 2011; Marques & Cunha, 2013; Plate, 2006; Reijnders, 2010; Ridanpää, 2011; Stiebel, 2004; Watson, 2013
<b>Literary Pilgrimage</b>	In many of the literary tourism studies, 'literary pilgrim' term was used for tourists who travel to find the traces of the authors they admire and who have a motivation to visit the places where the authors live or work, to see the objects the authors used or to take a trip to the landscapes or settings in the writings of the authors for reliving them.	Booth, 2008; Brown, 2016a, 2016b; Busby & Shetliffe, 2013; Delyser, 2003; Donaldson, Gregory, & Murrieta-Flores, 2015; Fawcett & Cormack, 2001; Fox, 2008; Gothie, 2016; Herbert, 2001; Jia, 2009; Marques & Cunha, 2013; Perkin, 2008; Philips, 2011; Petroman, CsaHolczi, Negrut, Marin, & Petroman, 2016; Reijnders, 2010; Ridanpää, 2011; Robertson & Radford, 2009; Robinson, 2002; Smith, 2003; Spooner, 2014; Stiebel, 2007; Stiebel, 2013; van Es & Reijnders, 2016b; Wallace, 2009; Westover, 2009; Young, 2015; Zemgulys, 2000
<b>Literary Awareness</b>	A number of studies were conducted on prior knowledge of literary tourists concerning the authors and their literary works.	Busby & Devereux, 2015; Busby & Shetliffe, 2013; Carson, Hawkes, Gislason, & Martin, 2013; Fairer-Wessels, 2010; Gothie, 2016; Herbert, 2001; Muresan & Smith, 1998; Ryan, Yanning, Huimin, & Song, 2009; Smith, 2003; van Es & Reijnders, 2016b

## Discussion

This paper has found five critical points by reviewing 132 literary tourism articles published over the 20-year period, 1997-2016. First, the analysis of the published papers on literary tourism demonstrates that 69 of all publications were published in the journals in the field of tourism. This is evidence that literary tourism which remains behind in many parts of the world, has gained importance in tourism studies as a field of research. In addition to this, the publication of many articles in the literature field or other social sciences fields shows that literary tourism is a research field interacting with other disciplines. Considering the research conducted on literary tourism, which is associated with many types of tourism including culture as a niche tourism type, it has been revealed that literary tourism is related to tourism

types such as cultural tourism, heritage tourism, dark tourism, event tourism, film tourism, rural tourism and urban tourism.

The second remarkable point is that the majority of literary tourism papers (86,29%) are qualitative. In addition to this, the case study design was the most commonly used qualitative research design. This indicates that the results of literary tourism research cannot be generalised and the results can change according to the destinations' literary figures or different characteristics of literary places. It is noteworthy that this difference is more pronounced in the studies of which literary tourists are the research topic. This is an opportunity for researchers to conduct research on visitor experiences in terms of various variables and to do comparative analyses of literary sites and literary figures in different regions. Thanks to this characteristic of literary tourism, it is possible to conduct different studies for every literary figure or every literary place. Because literary tourism initiatives, whether spatial or destination basis, will be shaped according to the literary figures, the decisions taken are unique to the place or the destination. This leads to the fact that the research results are destination-specific or place-specific.

The third critical finding of the study is that the number of publications on literary tourism in other regions except the UK is limited. This can be explained by the insufficient potential for literary tourism, in other words by the lack of supply sources of literary tourism or by existing potential could not be brought in the tourism sector. In many parts of Europe, especially in the UK, literary tourism has developed as a tourism type, and the potential of literary tourism product is quite a few. There is correspondingly more research from Europe on literary tourism. This has also been pointed out in research conducted from regions that literary tourism remains behind as a tourism type. The studies conducted in these regions mostly focused on the possible contributions of literary tourism to the destinations through the development of the existing potential.

This indicates the crucial fourth point of this study that the third category of Butler's classification, '*appeal of areas because they were appealing to literary and other figures*', is the most researched literary tourism type. This verifies that literary tourism has a potential for development in many parts of the world. Apart from this category, many studies were also conducted in the other seven types of literary tourism at different rates. Studies that are directed to different types such as fictional places or characters, actual places, travel writing, film-induced literary tourism or literary festivals prove that literary tourism is a wide-range research field. The categories with the least number of studies are literary festivals and bookshop tourism types. The literary festivals that prove the relation of literary tourism and event tourism have significant potential as a tourism attraction component. Comprehensive research can be carried out on topics such as event management, event marketing, event and destination branding relationship, or visitor expectations/motivations at local, national or international literary festivals. Academic research carried out in cooperation with destination management units may contribute to increasing the share of the destination from tourism. 22 studies were carried out in the first category, but this figure represents a low rate. This category is essential because it indicates that literary tourism contributes to the sustainability of cultural heritage. The actual places associated with authors are part of the cultural heritage. Therefore, preserving these places, restoring and interpreting them in accordance with the principle of authenticity will both increase the number of visitors to the destination and contribute to the sustainability of these cultural heritage values. Therefore, it is important to keep these places alive with the academic studies and the projects to be conducted in the light of these studies.

The fifth key point of the study is that nine significant themes have been identified from the 132 publications reviewed. These themes are *authenticity, motivations and experiences of literary tourists*,



management issues, marketing issues, interpretation, literary trails & literary tours, commodification, literary pilgrimage and literary awareness. These themes are interconnected and constitute the nine keystones of literary tourism together. These themes are essential for both the researchers and the authorities of literary sites and destinations. As can be seen from Figure 2, literary tourism framework depicting the results of the literature review, the literary tourist is the key concept of literary tourism.

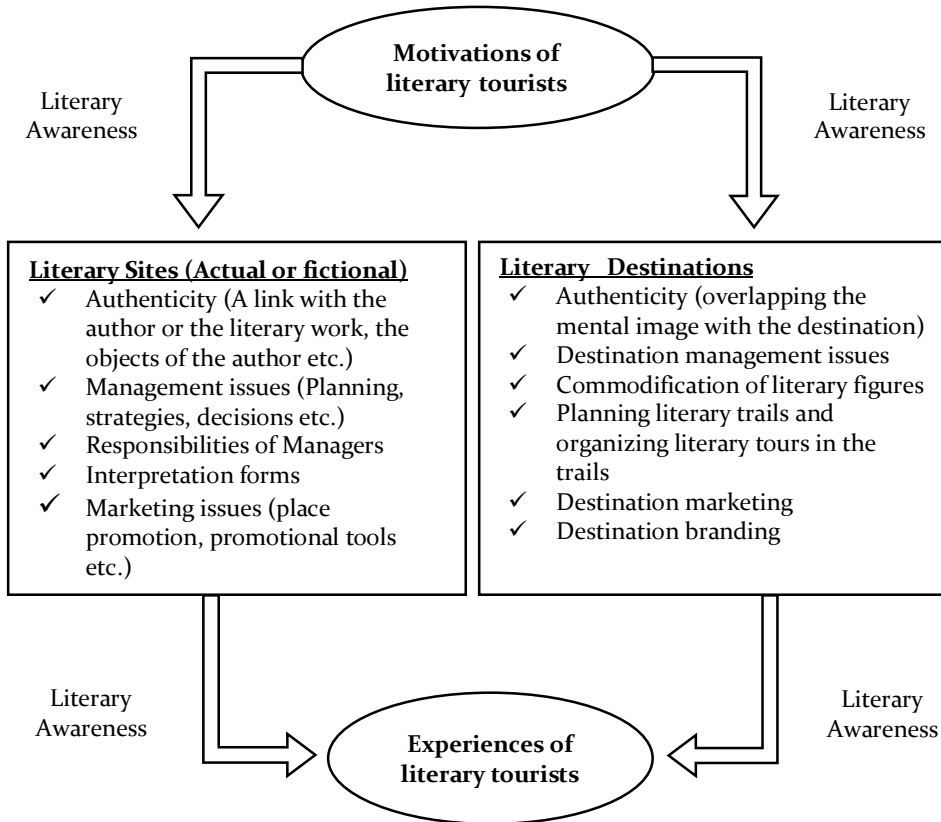


Figure 2. Literary Tourism Framework

Tourists who visit a literary place or a destination with literary figures have different motivations. The level of literary awareness plays a decisive role in the motivations of literary tourists. As an integral part of the idea of literary pilgrimage, literary awareness indicates the literary tourists' levels of becoming literary pilgrims. Busby & Shetliffe (2013) argued that the motivations and experiences of visitors vary across literary sites and appeal to different tourist categories with different level of literary awareness. The high level of literary awareness affects the quality of literary site experience positively. In addition, a literary tourist with a high literary awareness has the motivation to establish an emotional connection with the author in the literary site. Regarding this issue, Gothie (2016, p. 406) stated that 'Literary tourists who have previously "visited" a place in the pages of a novel will feel they know something about the place and the events that unfolded there'.

Other themes revealed from the study also play a decisive role in the ultimate literary tourism experiences of literary tourists. One of the most emphasised concepts in literary tourism research is

authenticity due to an authentic experience is the most sought thing in a literary site by literary tourists. Authenticity is important both in terms of literary sites and destinations. Literary pilgrims place particular emphasis on authenticity level in literary sites. In literary sites, literary pilgrims want to see and touch the real objects that used by the author and want to imagine the scenes about the author such as while walking around, working, reading or eating in his/her own house. Regarding this issue, Fawcett and Cormack (2001) found out that not all literary site authorities defined the authentic as the real or unreproducible. The case studies they examined indicated that site authorities construct authenticity by setting what they believe is true about the author and the sites the author associated with. In another study, Santesso (2004) mentioned 'Stratford Model' which is about the authenticity of literary sites. This model provides a less intellectual but more immediate resolution to literary-touristic discrepancy through manufacturing a false authenticity designed to match both the tourist-readers' ideal and the argument about the author which the managers wish to present. Therefore, authenticity is interrelated with the strategies and decisions of literary site developers, planners and managers. These strategies and decisions are concretised through various interpretation techniques. The interpretation decisions are made in a literary site, both actual and fictional, determine the quality level of the literary tourism experience of literary tourists. Marketing strategies are as prominent as interpretation forms in meeting the expectations of the literary tourists. In conjunction with this issue, Muresan and Smith (1998) examined the interpretation policies and marketing strategies of Bran Castle, which is connected to the Dracula character and accordingly they investigated the experiences of tourists visiting Bran Castle. It was concluded that the tourists who visited the castle for Dracula tourism could not get information about the Dracula character due to the marketing strategies and interpretation policies and their expectations were not met because they could not find any elements related to the theme.

Authenticity in literary tourism is a required specification that tourists are seeking not only in terms of literary sites but also in terms of destinations. Reijnders (2011) concluded that tourists travel with the motivations of comparing their own mental images with the places in the fictional works. Concerning this issue, Ridanpää (2011) made a trip to Pajala in Mikael Niemi's works but in this experience, he stated that he encountered disparate places than Pajala and places he mentioned. In literary destinations, it is the responsibility of the destination authorities to transform the literary figures into tourism products by commodifying them and to plan and develop these products. Because of being a wide range of issues, destination management is the most prolific topic in literary tourism studies related to management issues. The successful commodification of literary figure that tourists will have a meaningful experience is a complicated and challenging process which requires a proper investigation, planning and active cooperation of the stakeholders in the destination. Fox (2008) focused on the process of transforming a literary heritage into a consumable product and he asserted that this process consists of four stages: vision, explication, conversion and benefits. In some destinations, the destination authorities develop literary trails to enable tourists to have different experiences. In literary trails in order to create a themed experience for the literary tourists, appealing, relevant, curious, exciting stories and places are selected and put together. These trails and literary tours organized in these trails can also provide tourists with quality experiences depending on their level of authenticity. In her study relating to the Jane Austen tour, Spooner (2014) concluded that both due to the geographical authenticity of the author's works, and the objective authenticity in the actual places associated with the author led her to establish a connection with the author and to gain a deeper perspective on her novels.

Figure 2 shows that all the processes of literary sites and destinations should be managed according to motivations, needs and expectations of literary tourists. According to the literary awareness levels of literary tourists, different interpretation decisions should be taken, cooperation should be made with experts in all processes for true authenticity. It should be kept in mind that all managerial functions

and marketing efforts related to the product in both literary sites and destinations will affect the quality of the ultimate experiences of literary tourists.

## Conclusion

This paper has significant implications for both researchers and authorities of literary places and destinations. Literary tourism studies included in the present paper demonstrate that literary tourism has a high research potential as an academic field and they also point out that literary tourism provides numerous benefits to destinations when developed as a special interest tourism type. The findings of study show in which fields of literary tourism there is insufficient research, in which regions more research should be carried out, which activities are in the scope of literary tourism and which themes research focuses on and in this respect it serves as a guide for researchers.

This paper provides a framework for tourism scholars who want to specialise in literary tourism or researchers seeking to explore the status of literary figures in the issues of destination management, marketing and branding. Further research could investigate the identified themes by examining the relationships with each other for different literary tourism products such as actual houses, festivals, fictional places or literary tours. Especially in regions except for the UK, academic research on improving literary tourism potential should be a focus and encouraged. This study will contribute to raising awareness of literary tourism especially in the regions where literary tourism is in the background and will encourage academic research focusing on the relationship of literature and tourism. The fact that literary places and literary figures have distinctive features for each region is an opportunity for researchers and it will be possible to increase the benefits of literary tourism to destinations through academic research on these literary values.

This paper also provides information for literary tourism authorities. Literary tourism themes present a reference guide for the authorities of literary places. In addition, the results are also helpful for destination authorities. Literary tourism studies emphasized that literary tourism is a great source for destination marketing, image and branding activities, especially economic gains. Destinations can be wholly differentiated from other destinations by branding strategies that focus on features belonging to that destination such as their cultural heritage values, and they can gain competitive advantage. Therefore, the literary figures in the destinations are essential potentials. The role of academic research conducted on transforming literary figures into tourist attractions through literary tourism is vital. Academic research on various literary tourism products that can be developed or are in the planning stages or academic research aimed at maximising the use of existing literary tourism products in the destination will lead the tourism sector and pave the way for academic-sector cooperation.

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