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Culture, economy, non-metropolitan areas are the focal points that integrate ten papers included in this compendium. As the editors explain, in 2007 a conference entitled “*Culture meets economy*” took place at European Academy of Bolzano-Bozen. Later in 2008 the Academy together with the Department for Strategic Management, Marketing and Tourism of the University of Innsbruck organized a Scientific Track, entitled, “*Culture and Creativity as Location Factors – Looking beyond Metropolitan Areas*”, as a result this book was compiled.

Those ten articles are unified by the common idea of presenting culture as economic activity outside urban and metropolitan areas, its potential to create jobs, increase social welfare and promote rural or provincial destinations. Papers included in the book reflect the multidimensional nature of “culture” and deal with different aspects as design,

advertisement, art collection, heritage, tourism resources, leadership style etc.

The author of the first paper, *Bastian Lange*, from the very beginning provokes the readers by introducing the “culturepreneurs” as a collective term for people who successfully employ culture for their entrepreneurial endeavours. “Creative industries” is another interesting expression that has been defined and further explain by number of case studies. “Art collections as creative agents in non-metropolitan regions” is the topic of the second paper written by *Martin Kohler and Sabine v. Lowis*. The authors suggest that art proponents could actually boost regional economy by staging unique exhibitions and promoting local artists. They back-up this assumption with three case studies: individual collector, art foundation and art association.

The third paper, submitted by *Asli Deniz Helvacioğlu Kuyucu*, aims at identifying the role of culture cluster in Turkey for

development of non-metropolitan areas. Different dimensions of cultural clusters have been outlined, that is to say: economic, social and administrative dimensions. Benchmarking approach has been used to compare the case of Turkey to some world best practices. The overall impression is that cluster policies and their implementation in Turkey is very limited, though in some areas (as is the case of Capadocia) a natural cultural cluster formation has occurred thus enhancing economic performance of the region. The conclusion is that a development of a special cultural cluster strategy is needed as an opportunity for regional growth and increase of destination competitiveness.

Alessandro Hinna's, Marcello Minuti's and Roberto Ferrari's article propose a model for transition from culture site management to networking management. "Culture" in a number of cases is perceived as an instrument to increase the intrinsic value of the historical dwellings, to enhance both: demand and supply thus boosting local economy. The authors highlight the importance of creating and implementing strategy for cultural development aiming at concrete results and maximizing the value for the community in the non-urban territories.

Claudia Gelf's and Mike Peter's paper set forth a series of articles dedicated to the relationship between culture, economy and tourism. The accent here is on the heritage as a factor for developing of cultural tourism in a destination. A research has been carried out aiming at indentifying the main motivators for heritage tourism in South Tyrol. It encompasses both: supply side (tourist organizations) and demand side (visitors of eleven castles). The conclusion is that there are five large groups of factors that play role in decision making process for visiting a heritage site: education (learning about history), emotional involvement (romantic and nostalgic feelings), legacy to the children, excursion/ day trips (proximity to primary destination, place of residence etc), recreation (entertainment). Based on these findings, four types of castle visitors are

identified: day-trippers, interested in education, emotional and random visitors. The problem of staging in cultural tourism is the topic of the sixth article included in the book. The authors *Anita Zehrer and Carian Rochholz* examine the staging as a special form of service created to boost cultural tourism by providing special experiences. During this process some problems could arise issuing from possible collusion between staged performance and pursuit of authenticity. A research has been conducted to evaluate Schonburnn palace visitors' perception about the level of authenticity or staging implemented in cultural tourism on site. A semi-structured interview with the manager supports the findings that the presence of staging in Schonburnn palace (either in architecture/ design or events) does not deteriorate the cultural value of the artefact. The model of research proposed in this paper could be successfully implemented in similar studies for other historical and cultural sites.

The role of UNESCO World Heritage List on cultural branding is an interesting topic discussed in the next paper. The authors *Elif Deniz Alakavuk and Asli Deniz Helvacioğlu Kuyucu* reveal the opportunity of UNESCO Cultural heritage list to promote non-metropolitan areas' attractiveness creating worldwide recognition and supplying a competitive advantage on the world tourism destination market. The List as a marketing and branding tool is discussed in two comparative case studies: Divrigi and Troy (both sites are in Turkey). The authors based their research on secondary data provided by Ministry of Culture and Tourism. Trends in number of visitors, accommodation, eating and drinking places as well as airport traffic in the last decade have been discussed in order to demonstrate possible link between branding and industry results. In addition findings from interviews conducted with governmental officials and hotel owners support the assumption that UNESCO World Heritage List plays an important role for creating and sustaining destination brand image and leads directly to enhanced tourism performance indexes.

Sandra Lange, Harald Pechlaner and Dagmar Abfalter provide an overview on the impact of culture on territorial profiles. Culture is perceived as a main contributor to the image of any city or region. Authors based their study on the result of an empirical research conducted in the regions of South Tyrol and Tyrol. Two approaches have been implemented: on one side the analysis focuses on three large groups (residents, guests and companies in the regions) and their perception of cultural image, and on the other how this image is officially communicated by respective bodies and organizations.

In the ninth paper, *Lu Shen* discusses the development of large-scale tourism resorts in Alpines and their possible impact on culture with emphasis on sustainability. The author analyzes possible positive and negative outcomes in three dimensions: ecological, economic and socio-cultural. Two different projects are evaluated and compared as case studies in order to establish the complex relationship between tourism, culture and project development.

The last paper provided by *Silvia Schon and Wa'el H. Shannak* is dedicated to cultural diversity and its impact on leadership style.

The globalization as a factor for economic growth presents many challenges for international human resource management, emerging from differences in cultural background of employees and managers. The research is based on interviews with top managers in various USA industries and has been conducted in order to assess to what extent leaders tend to respect cultural diversity as a factor for employees' performance. The findings show that majority of managers adjust their leadership style when dealing with employees from different nations in order to accomplish the strategic goals of their organizations.

As a conclusion, the book provides intriguing insights on the whole spectrum of culture as a phenomenon and its impact on daily life, heritage, brand image of the destination and leadership style. Most of the research could be used as a model for further studies and may prove useful when creating and implementing strategies for cultural development in non-metropolitan areas worldwide.