## Contents

List of illustrations List of contributors Preface Acknowledgements		xi xii xvi xvii
1	Tourism, migration and place advantage in the global cultural economy C. MICHAEL HALL AND JAN RATH	1
	RT I migrant entrepreneurs	25
2	Making the new economy: immigrant entrepreneurs and emerging transnational networks of international education and tourism in Seoul and Vancouver MIN-JUNG KWAK AND DANIEL HIEBERT	27
3	Urban boosterism, tourism and ethnic minority enterprise in Birmingham TREVOR JONES AND MONDER RAM	50
4	Ethnic precincts as contradictory tourist spaces	67
	RT II migrant workers	87
5	Caterers of the consumed metropolis: ethnicized tourism and entertainment labourscapes in Istanbul VOLKAN AYTAR	89

х	Contents	
6	Immigrants, tourists and the metropolitan landscape: producing the metropolis of consumption in Orlando, Florida HUGH BARTLING	107
	RT III nnic diversity in urban place promotion	123
	mie diversity in arban place promotion	125
7	Ethnic heritage tourism and global–local connections in New Orleans KEVIN FOX GOTHAM	125
8	Tourism and New York's ethnic diversity: an underutilized resource? SUSAN S. FAINSTEIN AND JOHN C. POWERS	143
9	Selling Miami: tourism promotion and immigrant neighbourhoods in the capital of Latin America GASTÓN ALONSO	164
10	Building a market of ethnic references: activism and diversity in multicultural settings in Lisbon M. MARGARIDA MARQUES AND FRANCISCO LIMA DA COSTA	181
11	Tourists 'R' Us: immigrants, ethnic tourism and the marketing of metropolitan Boston MARILYN HALTER	199
	Index	216