

# Libraries and Tourism



# Libraries and Tourism:

## *A Complex and Enduring Relationship*

By

Ksenija Tokić and Ivo Tokić

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## PREFACE

Having worked as librarians for years, the authors of this book have personally encountered various aspects of the connection between libraries and tourism. Drawing on their experience as librarians at a special library of a scientific institute that researches tourism, as well as in a national library serving users, and supported by their own research, they have experienced this connection not only frequently but also across a wide range of roles.

For example, they have worked as librarians who provide information and other support to students studying the tourism industry to become tourism professionals; as librarians who support tourism professionals in addressing tasks within their field; as librarians who assist researchers investigating tourism phenomena; as collaborators in editing an established scientific journal on tourism, applying their professional knowledge and skills for this; as librarians who guide groups of tourists on library tours; as librarians who participate in library congress tourism by attending professional conferences; as researchers who use other libraries for their own research; as librarians who travel to see how their colleagues in other foreign libraries work; and as tourists who use local libraries while on vacation, among other roles.

Such diverse roles indicate the great diversity, complexity, and dynamics of the overall observed relationship between libraries and tourism, which often remains overlooked when attention is focused solely on obvious tourist attractions. Therefore, the authors adopt as a starting point the three core functions of library activity in society (cultural, informational, educational) which effectively and comprehensively describe the nature of this relationship between libraries and tourism, demonstrating that it extends far beyond viewing the library merely as a tourist attraction.

When discussing about libraries and tourism, the authors approach both exclusively from the perspective of this book's topic. Neither tourism nor libraries are examined as separate phenomena with their own internal laws of development within their respective fields and professions. Instead, when addressing libraries, their history and the development of certain concepts within the library profession, the emphasis is placed solely on those points of contact that enable the connection between libraries and tourism.

The same applies to tourism. Both libraries and tourism are, in their own way, significant social phenomena that are both longstanding and highly complex, as they are necessarily connected at different levels to numerous social, cultural, and economic factors. This allows them to be examined from a variety of perspectives, as reflected in the professional literature.

This book seeks to shed light on the relationship between these two phenomena, which is bidirectional, as each influences the other. The authors emphasize that this complex relationship is constructive and beneficial for both tourism and libraries.

Finally, the authors would like to thank everyone who contributed to making this book possible and whose work helped improve it.

# INTRODUCTION

Tourists travel primarily with the desire to step away from their everyday lives and routines for a while. Many of them, in addition to rest and entertainment, also seek further enrichment through a deeper understanding of foreign cultures, customs, and traditions. On this path of their personal growth, individuals are fully supported by the tourism industry, which recognizes this human need as one of the drivers of its development.

However, on tourist trips, various motives come together to form a unique overall experience and, depending on the interests of the tourist, each contributes in its own way to enriching that experience. For this reason, many tourists enjoy combining activities such as swimming with gastronomic pleasures, sports activities and entertainment with socializing, leisure and relaxing walks, with learning about local customs, or professional meetings with cultural tours or even all of these together. All of these activities stem from the rich diversity of modern life and work. At the same time, in different parts of the world, reflect the distinct cultures of local communities that tourists encounter during their travels.

Our way of perceiving the world requires that, in any process of learning, including learning about other cultures, we need to encounter content that is familiar to us, so that through them we can more easily get to know and learn completely new content that we do not know. In other words, in order to learn something new, we must move from the known to the unknown in our cognition.

The tourism industry helps facilitate this process. It skillfully provides us with the opportunity to travel easily and comfortably to almost any destination in the world, allowing us to see firsthand what is happening elsewhere, what places look like, and how people live. Alternatively, if we are not interested in such experiences, it enables us simply to settle somewhere for a while and rest in our own way, as we choose. This reflects the tourism industry's ability to guide us smoothly and enjoyably toward new experiences and knowledge.

However, as this process develops and the number of tourists seeking well-known, specific experiences increases significantly, the industry often responds by averaging the experience, standardizing services, and simplifying local customs and culture for foreign visitors. Ultimately, it may rely on creating a parallel tourism experience designed to be marketed to

visitors. In practice, this experience serves as a quick and accessible presentation of a community's authentic culture, adapted to tourists' expectations. If tourists wish to gain a deeper understanding of local culture and a more nuanced insight into the identity of a community, they will need to seek it beyond beaches, bars, and hotel resorts.

Whatever the tourist's motivation for travel may be, there are certain aspects of travel that are always present, whether consciously or not. The desire of tourists is at the very beginning of every tourist journey. Desire lies at the very beginning of every tourist experience, and desire is driven by motivation. People travel to specific destinations for a variety of reasons. In the modern world, some trips are inspired by conversations with friends who have visited a place or wish to go, some by advertisements on television or the Internet, and others perhaps by reading travelogues borrowed from a local library.

Moreover, although almost everyone travels today with cell phones and computers, many tourists still bring books to pass the time. Some even borrow books from the library at the destination they are visiting to read on the beach. There are also tourists who spend time in a local public library while waiting for their devices to charge, taking advantage of the library's free internet access. On such occasions, they may also receive information about the destination, local events, or options for further travel.

Thus, libraries enter the tourism phenomenon almost imperceptibly, often as part of the public services available to tourists during their stay in a destination. What is characteristic of libraries in tourism is that they are generally well-noticed when they are already well-known tourist attractions. Regardless of whether they are attractive medieval libraries, decorative Baroque libraries or the most modern national and university libraries designed by renowned architects to testify to the goals of a nation and its abilities to implement and materialize these goals in such magnificent buildings that arouse admiration and attract numerous tourists. However, beyond serving as attractions, libraries also support tourists and tourism in other ways, benefiting their local communities. This will be explored further in this book.



# CHAPTER 1

## ABOUT LIBRARIES

In general, a library is a collection of books, and possibly, other materials and media, that is available for use by its members, as well as members of related institutions. Libraries store and provide access to both physical (printed) or digital materials. Furthermore, a library can exist as a physical location, a virtual space, or both. A library collection usually includes printed materials available for borrowing (books, journals, newspapers, picture books, comics, and more), and often features a reference section of publications (encyclopedias, bibliographies, lexicons, dictionaries) that can only be used within the library. Many libraries offer resources such as commercial releases of films, television programs, other video recordings, radio programs, music, and audio recordings in various formats, including DVDs, Blu-rays, CDs, and cassettes. Additionally, libraries may provide access to microfilmed and digital information, music, or content held in local bibliographic databases or online, as well as other content available on the Internet.

Libraries are among of the oldest public institutions emerging in the distant past alongside the emergence of literacy and the formation of ancient states, from the first civilizations of Mesopotamia to China in the east and Egypt, Greece and Rome in the west. The earliest libraries, which also functioned as archives, were located in the Sumerian city of Nippur (c. 3000 BC), followed by Lagash (c. 2200 BC), Ugarit (2000 to 1500 BC), in Nineveh (7th century BC), and others. Archaeological research at these locations has revealed the remains of numerous rooms containing clay tablets inscribed in cuneiform, indicating the existence of well-stocked and organized libraries.

Initially, libraries served to preserve state legal documents, but they soon began to preserve all significant works that were worth recording and passing on to future generations. In this way, they developed not only their archival, but also additional functions such as informational, educational and cultural. The construction of the culture of any social organization relies on the preservation and transmission of the community's values, which, by shaping its identity, create the foundation for political and economic

development. In addition to providing important administrative services for the government, libraries quickly became key cultural institutions.

The Library of Ashurbanipal is often considered the oldest known library in the world. It was established in the 7th century BC in the ancient city of Nineveh during the reign of the Assyrian king Ashurbanipal. The library housed an extensive collection of more than 30,000 clay tablets written in cuneiform in the Akkadian and Sumerian languages. Their contents covered a wide range of topics from literature and religion to science and medicine. Among the most significant surviving works is the Epic of Gilgamesh, one of humanity's earliest literary masterpieces. The library served not only as a center of knowledge but also as a reflection of Ashurbanipal's ambition to preserve and promote learning within his empire. Its significance is extraordinary: it represents an early effort to collect and catalog information for future generations. Moreover, its discovery in the 19th century provided invaluable insights into ancient Mesopotamian culture, history, and language, forming a cornerstone of our understanding of early human civilization.

For example, libraries in Greece, which emerged in the 5th and 4th centuries BC, held broader significance and were important for the flourishing of science and the arts. Numerous philosophers and writers, such as Euripides and Aristotle, maintained their own extensive libraries. The largest libraries of the Hellenistic era were the Library of Alexandria (founded in the 3rd century BC) and the Library of Pergamum (founded in the 3rd or 2nd century BC), both of which served scholars and had a significant impact on the development of science and culture.

In China, the library tradition dates back to the 6th century BC, with a national collection was established around 220 BC. The first libraries in Rome were brought as war booty from Greece and the East during the 2nd and 1st centuries BC. Historical records indicate that many Roman dignitaries maintained large private libraries, and archaeological excavations in Rome and Herculaneum have confirmed their existence. It was during this period that the idea of opening private libraries to others interested in their collections first emerged. The statesman and military leader Lucullus was the first to do so with his private library in the mid-1st century BC. The first fully public library, however, was founded by Gaius Asinius Pollio around 39 BC. Later, Emperor Trajan established the Bibliotheca Ulpia in 100 A.D., the largest public library of its time, which remained in operation until the 5th century.

At the end of the ancient world, the first Christian libraries were established in individual churches, such as in Caesarea in Palestine. In the early Middle Ages, monastic libraries also emerged, founded by church

orders, with the Benedictines being particularly renowned. These libraries became extremely important because they included scriptoria where monks systematically copied manuscripts, thereby preserving the ancient heritage to the present day. The first such library was founded by Cassiodorus at the monastery of Vivarium in Italy during the first half of the 6th century. In early medieval Europe, the most famous monastic libraries included Monte Cassino (founded 529) and Bobbio (614) also in Italy, Luxeuil (around 550) in France, Reichenau (724), Fulda (744) and Corvey (822) in Germany, Canterbury (597), Wearmouth (674) and Jarrow (681) in England.

Since there were no public libraries at that time, and written works were relatively rare, monastic libraries lent books to other monasteries and even to laypeople, thereby playing, to some extent, the role of public libraries. True secular public libraries appeared somewhat later. The first of these was the Court Library of Charlemagne in Aachen (8th century), and with the founding of universities came the first university libraries at the Sorbonne and the libraries at Oxford in the 13th century.

In the early Middle Ages, the Islamic world saw a growing interest in libraries and the development of collections of writings, driven largely by the need to preserve the traditions of the Prophet Muhammad and, in particular, the Quran. Mosques played a central role in the daily life of Muslims and gradually incorporated libraries that stored and preserved all kinds of knowledge, ranging from religious texts such as the Quran to works on philosophy, geography, and science.

The centrality of the Quran as the model of the written word in Islam profoundly influenced the role of books within its intellectual tradition and educational system. This provided an impetus in the early days of Islam to manage reports of events, key figures and their sayings and actions. Consequently, the ethos of librarianship naturally aligned with this tradition, leading to the establishment of libraries throughout the Muslim world, that continues to this day.

The dissemination of books in the Islamic world was further facilitated by the adoption of Chinese papermaking techniques by the Iranians by the 8th century, who then spread the technology across the Islamic world. Muslims also refined and expanded paper production, supported the printing of books, and advanced the practice of translation.

In the Middle Ages, a range of renowned libraries were established in lands under Islamic rule. The Abbasid caliphs were great patrons of learning and collectors of both ancient and contemporary literature. During their reign, the royal library in Baghdad, celebrated for its beauty, was founded. Later, with the emergence of numerous Islamic theological schools, libraries proliferated alongside them.

These schools, known as Dar al-Ilm (House of Knowledge) and Madrasahs, featured richly equipped libraries as their inseparable parts. Among the most famous of these institutions was the Dar al-Ilm (House of Knowledge), a medieval university in Cairo. Originally a library, it was transformed into a state university by the Fatimid Imam-Caliph al-Hakim bi-Amr Allah in 1004. Other notable schools included the Nizamiyeh, founded by Nizam al-Mulk, and the Mustansiriyyeh Madarsa, founded by al-Mustansir. These institutions attracted students from across the Muslim world. Many other ruling dynasties also maintained large libraries and drew scholars of diverse faiths and backgrounds.

Over time, libraries transformed into centers for the exchange of knowledge between Islamic communities. They were frequented by a wide range of users, from scholars and students to poets and courtiers. Large libraries often employed translators and copyists to render into Arabic much of the available Persian, Greek, Roman, and Sanskrit literature, as well as scientific and other texts. New materials could be acquired in various ways, but the primary source was through bequests. Many scholars and wealthy individuals donated their personal collections of books to mosques, libraries, and schools in their wills, ensuring that their collections were not only preserved but also accessible to the wider community. Additionally, many rulers established beautifully designed public libraries that provided a comfortable and welcoming environment for users.

Among the most famous and important libraries of the Islamic world in the Middle Ages were the Bait al Hikma (House of Wisdom) or Khizana al Hikma (Treasury of Wisdom) in Baghdad (9th century), Yahya ibn Abi Mansur Ibn Munajem Library (9th Century), Nuh Ibn Mansour Samani Library in Bukhara (10th Century), Baha al-Dowleh Library and Azod al-Dowleh Daylami Library in Shiraz (10th Century), The Library of Abu-Nasr Shapur Ibn Ardeshir in Baghdad (10th Century), Timbuktu Library in Timbuktu (11th Century), Rab'-e Rashidi Library in Maragheh (13th Century), among others. This flourishing of Islamic learning and the development of libraries declined with the deterioration of study in Islamic schools, particularly after many libraries were destroyed during the Mongol invasions. In addition, numerous libraries fell victim to wars and religious conflicts throughout the Islamic world.

As a result of such events, some of the most valuable works found their way to major Christian academies and libraries, especially in Spain and Sicily. These books were copied by Christian monks and gradually spread to other parts of Europe. These copies joined other works that had been directly preserved by Christian monks from Greek and Roman originals, as well as those copied from Byzantine sources. The collections thus compiled

became the foundation of today's modern libraries. Finally, during the colonial period, many of the invaluable manuscripts from preserved Islamic libraries were transferred to European libraries and museums.

In South and East Asia, the spread of religion and philosophy stimulated the development of writing, books, and libraries closely associated with them. Chinese emperors actively supported this literary culture, compiling official archives and deciding which philosophical texts, historical accounts, religious rituals, poetry, and literature were permitted within the empire. Innovations in Chinese printing and papermaking fostered a thriving book culture across East Asia. Beyond technological advances, several Asian religious and philosophical movements encouraged learning, printing, and book collecting, most notably Buddhism, Confucianism, Taoism, and Jainism. Jainism, the major religion of the Indian subcontinent, developed a tradition of religious, scientific, and cultural scholarship. Some prominent Jain believers wrote sacred scriptures as early as the 1st century and established some of the earliest libraries in Asia. Libraries were mostly housed in temples, and later became known as Jain repositories of knowledge that enabled the preservation of hundreds of thousands of handwritten manuscripts.

In China, the invention of paper enabled the development of an early form of printing. This innovation, especially its later refinements leading to the modern printing press, had a profound impact on the spread of books, reading, and, consequently, libraries. The earliest Chinese printing method involved pressing inked paper onto stone tablets engraved with characters. Stone tablets were later replaced by carved wooden blocks for printing texts. In the 11th century, movable type was developed in China, and the first foundry for producing movable type was established in Korea. Despite these inventions, advancements, woodblock printing remained the standard in China, Korea, and Japan.

Confucian and Buddhist writings introduced to Korea and Japan stimulated the continued development of book publishing and library construction in East Asia. In pre-modern Southeast Asia, Buddhist writings, educational materials, and other texts were carefully preserved in libraries. In Burma, King Anawrahta founded the renowned royal library known as the Pitakataik. Libraries were also built throughout Thailand, where they were called *ho trai* and typically raised on pillars above water to protect the books from insects.

In Europe, too, the invention of printing both accelerated and facilitated the establishment of libraries. Even before this, during the period of Humanism and the Renaissance, numerous private family libraries were founded among the aristocracy. This trend intensified after Gutenberg's

invention of the printing press, which made the production and purchase of books more affordable. The opening of major public libraries soon followed, including the Biblioteca Marciana in Venice (established 1468), the Biblioteca Medicea Laurenziana in Florence (opened 1571), the Biblioteca Apostolica Vaticana in Rome (officially established 1475, though much older in practice), the Corvina Library in Budapest (destroyed during the Ottoman conquests in 1526), and the Library of the Monastery of El Escorial in Madrid (1557). Libraries were also established at the courts in Vienna, Kraków, Dresden, Stockholm, Berlin, and Paris, some of which later became the foundations of today's national libraries.

After the French Revolution (1789 to 1799) and under the influence of Enlightenment philosophy, numerous private and monastic libraries were secularized and nationalized. At the same time, Western European societies were profoundly shaped by the Industrial Revolution and the emergence of new social classes within the bourgeoisie. These changes altered political relations and transformed the role of education in the public sphere.

In the first half of the 19th century, the idea of establishing public libraries for citizens, financed by state or local budgets, began to take shape. Around 1850, the first legal acts were passed in England and the United States, enabling public funding for libraries intended for the local population. The first public libraries for citizens were opened in Manchester, Liverpool and Boston, with the mission of promoting enlightenment along with the cultural and entertainment upliftment of the broadest masses.

The American industrial magnate Andrew Carnegie was particularly prominent as a patron of this movement. Acting as a philanthropist, he aimed to influence the education of American workers in a desirable way and thereby preventing the spread of revolutionary ideas in the United States. Between 1886 and 1919, Carnegie donated \$55 million to establish libraries, equivalent to approximately \$1.6 billion today. He founded a total of 2,509 public libraries across the United States, Great Britain, Canada and elsewhere, of which 1,679 in the United States alone.

During the 20th century, the establishment and expansion of public library networks continued worldwide, founded by states and cities, schools and companies, and various other organizations. In the first half of the 20th century, library theorists shifted the focus of library activities from primarily preserving books to meeting the needs of users. A key figure in this transformation was the Indian librarian and mathematician Shiyali Ramamrita Ranganathan, who defined a new vision and direction of action through his five laws of library science: 1) Books are for use; 2) Every person his or her book; 3) Every book its reader; 4) Save the time of the

reader; 5) A library is a growing organism. These laws form the foundation of activity for all modern public libraries, and their basic meaning is that libraries should primarily serve the information needs and interests of users, that they acquire books and build their collections for them, organize their holdings and services for easy access, and, in an organizational sense, should not remain static. Instead, libraries should be able to adapt to demands and changes in order to better fulfill their tasks.

Libraries were no longer representative institutions that demonstrated the power and importance of their nation or founder. In line with their new mission in the modern world, they continued to preserve cultural heritage while also becoming spaces for leisure and learning, intended for age groups and open to everyone. In many countries, access to public libraries was even made free of charge.

In response to these diverse needs and purposes, many public libraries in the 20th century were built in a variety of modernist architectural styles. Some emphasized functionality, while others prioritized representational value. Increasingly, greater importance was placed on the quality of interior spaces, their lighting and atmosphere, rather than on the design of the façade. Numerous modernist architects focused on the comfort and usability of library spaces, keeping in mind the library's mission to serve its users.

The significant increase in the number and variety of publications and information in the 20th century, together with growing demands for rapid and unrestricted access to materials, as well as the spread of digital technology and the Internet and broader technological developments in the 21st century, have led to the development of numerous specialized library services that meet the diverse needs of users today. At the very end of the 20th century, American librarian Michael Gorman proposed additional principles to complement Ranganathan's five laws: 1) Libraries serve humanity; 2) Respect all forms by which knowledge is communicated; 3) Use technology intelligently to enhance service; 4) Protect free access to knowledge; 5) Honor the past and create the future.

These principles form the foundation for libraries in a time of great and rapid technological changes in the 21st century. Libraries have continued to evolve and develop in order to adapt to new trends. Since the way users use books and other media is changing, at the beginning of the 21st century in the library profession, more similar laws were defined. These reflect the integration and use of new media in libraries, including social networks and broader approaches to knowledge management, while remaining aligned with the guidelines established by Ranganathan and Gorman.

The 21st century has seen the rapid development and expansion of digital library services. Virtually all public libraries now provide users with

Internet access, and many also offer education in digital skills. Although there are completely digital libraries that exist only in the digital sphere, most contemporary libraries have retained their traditional functions and services, simultaneously developing digital services as well.

This means that public libraries continue to exist as physical spaces where users access traditional media, such as printed books and journals, while also maintaining digital collections available online. These collections typically include both born-digital resources and physical materials that have been digitized and made accessible in electronic form. As demand for digital resources continues to grow, libraries are further expanding their reach on a global scale.

According to the latest available data from the International Federation of Library Associations and Institutions (IFLA), there are approximately 3.1 million libraries of all types worldwide. Most of these are school libraries (2.3 million), which are not accessible to the general public. However, there is still a very large number of public libraries (over 560,000), while the remainder consists of other types of libraries, such as academic, special, national, and others, which are also mostly accessible to the public.

This indicates that public and other libraries, with their open-door policies and readiness to serve, are widespread and accessible to a diverse range of users<sup>1</sup>. Today, these users also include tourists who, on the one hand, visit libraries as tourist attractions and, on the other hand, have specific needs as library users. These needs include fulfilling both informational needs (such as destination and service information) and cultural needs, such as acquiring knowledge, becoming familiar with the local culture, visiting library exhibitions or workshops, and borrowing books. In addition, tourists may seek to meet various practical needs important to travelers, such as charging their mobile phones, using the Internet, or taking a break from travel. Public libraries can provide all of these services.

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<sup>1</sup> International Federation of Library Associations and Institutions, “Library Map of the World”.

## CHAPTER 2

# ABOUT TOURISM

When aiming to understand tourism as a whole, a holistic approach enables a comprehensive and integrated approach to its study, as it encompasses all aspects and elements of tourism<sup>2</sup>. On the one hand, as an economic activity, tourism includes a wide range of human activities such as travel, accommodation, transport, hospitality, and other activities at the destination; therefore, it can be described as a complex, multi-sectoral industry. On the other hand, as a social phenomenon, tourism attracts the interest of the scientific community and is the subject of numerous scientific studies. In terms of scientific research, a multidisciplinary approach is required, as it spans a wide range of disciplines, including economics, sociology, geography, architecture, anthropology, psychology, hospitality, history, and others.

According to one of the earliest definitions from the beginning of the 20th century, tourism is defined as a phenomenon of the modern era, driven by the increased need for rest and climate change, an awakened and cultivated sense of the beauty of the landscapes and the joy and pleasure of being in the outdoors<sup>3</sup>. Later, the term was expanded to encompass a broader scope, and tourism came to be defined as the totality of relations and phenomena arising from travel and stay of visitors to a place, if such travel is undertaken for the purpose of rest and enjoyment and does not constitute a permanent residence and does not involve engagement economic activity<sup>4</sup>.

Tourism refers to the temporary, short-term movement of people, undertaken for leisure purposes, to destinations outside the places where they normally live and work. Tourism also includes the activities of these individuals during their stay at these destinations. In addition, individuals must not engage in employment at the destination visited and must not have permanent residence there<sup>5</sup>.

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<sup>2</sup> Leslie, "Holistic Approach", 281.

<sup>3</sup> Guyer Freuler, "Fremdenverkehr und Hotelwesen".

<sup>4</sup> Hunzike and Krapf, *Grundriss der Allgemeinen Fremdenverkehrslehre*.

<sup>5</sup> Tourism Society of Britain.

UN Tourism defines tourism as the activities of persons travelling to and staying in places outside their usual place of residence for not more than one consecutive year, for leisure, business and other purposes not involving the performance of a remunerated activity. These persons are referred to as visitors<sup>6</sup>. The visitor is considered the basic unit for collecting tourism statistics. Visitors can be classified as same-day visitors (or excursionists) and tourists. A same-day visitor, or excursionist, is a person who travels to a place different from his usual surroundings, and stays in that visited place for less than 24 hours without spending the night in a catering or other accommodation facility, and whose main purpose of travel is not to perform a specific activity financed from the visited place. The duration of one-day trips is measured in hours. A person who travels daily to another place for work or study is not considered a visitor.

A tourist is a person who travels to a place outside his place of residence for the purpose of rest, recreation, entertainment, visiting relatives or friends, health preservation and improvement, business, religious, or other reasons, provided that these do not involve activities financed from the visited place. A tourist spends at least one night in a commercial or non-commercial accommodation facility and stays for a maximum of 12 consecutive months. Tourists do not include migrants, cross-border workers, diplomats, members of the military on regular assignments, exiles, or nomads.

The term “tourist” itself is derived from the word “tour”, which is defined as any journey from one place to another, and is used in two different senses: as a day trip, and as a tourist trip that includes one or more overnight stays. Around the concept of the tour, the tourism industry has developed various forms of organized travel, such as the package tour. A package tour typically involves group travel with a predefined travel plan (an itinerary), including accommodation and transportation, and is organized by a tour operator. Such trips can include various activities and programs such as visits to cultural attractions and similar experiences.

## **The Brief History of Tourism**

According to linguists, the word “travel” was first used in the 14th century, although people had been travelling long before that. It can be said that people have always traveled, changing their residence for longer or shorter periods. These journeys have been undertaken for various reasons and by various means of transport, ranging from those in ancient times, usually

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<sup>6</sup> UN Tourism, “Glossary of Tourism Terms”.

made on foot, to modern-day jet travel. Although tourism is a product of modern social order, emerging in Western Europe in the 17th century, its antecedents can be traced back to classical antiquity. In the Western tradition, organized travel with accompanying infrastructure, sightseeing and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome. In ancient Greece, for example, thermal baths were built for rest and recovery, while the Romans constructed villas that provided accommodation for travelers. In fact, the ancient Romans were among the first to travel for pleasure. Wealthy members of Roman society at the time often retreated to their summer villas, particularly during the hotter months, using them as a refuge from the heat. As skilled builders, the Romans developed an extensive network of roads, which was crucial for the emergence and development of travel. In addition, they contributed to the spread of thermal baths in regions such as England, Switzerland, and the Middle East. While the ancient Romans traveled to enjoy relaxation in their Mediterranean villas, people in East Asia were more seeking different cultural experiences. Travelers also visited the Egyptian pyramids, went to spas, went on pilgrimages, and later traveled for education purposes. It can be concluded that the development of tourism is closely linked to the development of civilization.

Most travel in the Middle Ages was religious in nature. Religion was central to life, and many pilgrims often traveled across their own countries, or even abroad, to visit sacred sites. Accordingly, monasteries were among the first to provide accommodation for pilgrims and other travelers. Monks of various monastic orders, built inns and lodging for travelers alongside their monasteries. Similar forms of accommodation also existed outside Europe, in regions such as Mongolia and China. One of the most popular destinations for pilgrims was Santiago de Compostela in Spain. People traveled hundreds of kilometers on foot to experience spiritual enrichment and get to know themselves better. Over time, this popular route gained new prominence as numerous infrastructural, gastronomic, cultural, and other facilities were established along it. Similarly, pilgrimages in Eastern civilizations contributed to the development of tourism. Religious objectives coexisted with defined routes, commercial hospitality and a touch of curiosity, adventure, and enjoyment among the participants' motives. The earliest pilgrimages to Buddhist sites began more than 2,000 years ago. The Islamic pilgrimage to Mecca is comparable, following the reforms of pagan Arab pilgrimage practices by the Prophet Muhammad in the 7th century, according to the traditions of that time. In addition to pilgrimages, people in the Middle Ages also traveled to thermal spas, which emerged as tourist destinations and later developed into established spa centers. During the

Renaissance, the popularity of great journeys increased, and several world travelers and explorers, such as Marco Polo and Christopher Columbus, became famous. Some of them undertook their travels driven by a personal spirit of adventure, seeking material gain and fame, while others journeyed into the unknown on behalf of their states or on missions to discover new lands for their rulers. These explorers, or their companions, documented their travels, discoveries, new knowledge and experiences in books that were widely popular throughout Europe until the end of the 18th century. In doing so, they further promoted and popularized travel around the world.

The beginnings of tourism as we know it today, or rather the forerunner of tourist travel in the modern sense, are considered to be the journeys called the Grand Tour of Europe. The Grand Tour was a journey undertaken by aristocratic or wealthy young men from northern Europe, especially England, to complete their education. This practice began in the 16th century and lasted until the 19th century when it gradually declined, and had a significant impact on the tourism industry as well as on art and architecture<sup>7</sup>.

Modern travel begins with the invention of the railway in the 19th century. Before the railway system, people mainly traveled on foot, while wealthier individuals used horses or carriages. However, with the construction of extensive railway networks in the 1840s, people increasingly began to travel in larger numbers for leisure and relaxation. The mid-19th century marks the true beginning of modern tourism, during which the first travel agency was founded by Thomas Cook in England. Since then, travel has evolved rapidly, and with the development of various modes of transportation, it has become accessible to almost everyone<sup>8</sup>.

After World War II, mass tourism developed due to rising purchasing power and advances in workers' rights, particularly the introduction of paid annual leave. Another important factor in the growth of mass tourism was the development of transportation, including the popularization and increased accessibility of air, rail, and road travel. However, with the rapid expansion of mass tourism, its negative consequences also began to emerge. Although it provides economic benefits for local destinations, mass tourism can, in the long term, undermine the quality of life of residents by placing significant strain on local infrastructure, causing greater environmental damage, and increasing the cost of living.

For example, in addition to contributing a significant share to global GDP, tourism is also responsible for about 8 percent of global greenhouse

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<sup>7</sup> Britannica, "Grand Tour".

<sup>8</sup> Putni Kofer, "Historical Development of Tourism: Man Has Traveled and Migrated Since the Very Beginning of his History".

gas emissions<sup>9</sup>. This indicates that this sector, alongside its social impact, has numerous ecological consequences. The negative consequences are particularly felt by those who do not impact, has tourism, which has led to resistance against mass tourism. Therefore, at the end of the 20th century, selective forms of tourism began to develop emerge as an alternative to mass tourism. These forms focus on tourist niches, that is, smaller segments of tourism demand, where the emphasis is on activities and environments that appeal to a limited number of travelers. Consequently, modern tourism development is increasingly oriented toward individuals and the fulfillment of their personal desires and needs.

### **Modern Trends in Tourism**

The latest trends in tourism development should be viewed in the context of both the historical evolution of tourism and recent economic and socio-cultural changes. Of particular interest for understanding modern trends is the period following the rise of mass tourism in the mid-20th century, specifically, the era of so-called new tourism, which began to emerge in the 1980s. Mass tourism typically revolves around food, accommodation, and cultural content. However, if a destination's resources are overexploited, it can lead to saturation, environmental degradation, and strain on infrastructure, ultimately resulting in a decline in the quality of services offered. Research has shown that mass tourism has two sides to the coin.

As previously mentioned, on the one hand, mass tourism brings economic benefits to tourist destinations by increasing employment and local government revenues, promoting the construction of new accommodation and hospitality facilities, and creating or revitalizing tourist attractions. On the other hand, it also has negative impacts: it depletes natural resources, threatens local flora, reduces the quality of land and sea water, and contributes to air pollution and noise. Additionally, it places significant pressure on communal infrastructure, can drive gentrification, can affect the cultural identity of the community, and raises real estate prices and the overall cost of living.

In the early 1980s, changes in the global economy significantly influenced a transformation in tourist flows, primarily in qualitative terms. These changes affected not so much the intensity of travel, but the structure of tourist consumption and the behavior of tourists, including travel motivations, length of stay, and types of accommodation used. Tourism began to shift more toward the individual traveler.

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<sup>9</sup> World Economic Forum, "How Travel and Tourism Can Reach Net Zero".

Due to the growing environmental awareness of tourists, special attention began to be given to environmental protection. As a result, tourism started evolving in a direction that, while not entirely new, has steadily gained importance: the trend toward sustainable tourism development. Sustainable tourism can be defined as tourism that fully considers its current and future economic, social, and environmental impacts, while addressing the needs of visitors, the industry, the environment, and host communities<sup>10</sup>.

Moreover, the UNWTO/PATA Tourism Trends Forum held in 2018 concluded that sustainability will be at core of tourism development by 2030<sup>11</sup>. The principles of sustainable tourism development encompass ecological, economic and socio-cultural aspects of tourism development, and it is crucial to establish an appropriate balance among these three dimensions to ensure long-term sustainability. The paradigm of sustainable tourism development thus also emerges as a response to the challenges posed by human impact on the environment. Global climate change is a source of significant concern for scientists, experts, and the general public alike.

The interaction between tourism and climate change is highly significant. On the one hand, climate is a key factor in tourism development and in determining the attractiveness of a destination. As a result, tourism stakeholders recognize the importance of a preserved environment and stable climate for the long-term sustainability of the industry. On the other hand, tourism that does not adhere to the principles of sustainability can have a considerable negative impact on the climate and the environment, contributing to greenhouse gas emissions that drive global warming.

In addition to the changes in tourism driven by climate change, a trend known as coolcationing, a combination of the words cool and vacationing, has emerged<sup>12</sup>. In recent years, rising temperatures and heat waves have led to shifts in a change in seasonal tourist demand. Whereas warm, sunny destinations traditionally dominated summer travel, in recent years it has been observed that tourists prefer to choose destinations with a more moderate climate in the summer.

Furthermore, in response to rising global temperatures, there is a growing demand for travel outside the peak season. In this way, tourists can avoid extreme heat, and destinations benefit from a more even distribution of visitors during the off-season, which reduces seasonal pressure on the

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<sup>10</sup> World Commission on Environment and Development, "Our Common Future".

<sup>11</sup> United Nations World Tourism Organization, 12th UNWTO/PATA Forum on Tourism Trends and Outlook, the Future of Tourism: Road to 2030. 25–27 October 2018.

<sup>12</sup> TuristPlus, "Top 5 New Trends in Tourism You Need to Know".

carrying capacity of the destination. Overtourism, defined as tourism that negatively affects the perceived quality of life of the local population and/or the visitor experience in a destination or parts of it, represents a major challenge for destination management. It is a consequence of urbanization, economic development, lower transportation costs, easier travel, and the growth of the middle class in both developed and developing economies, which has turned cities into increasingly popular travel destinations<sup>13</sup>.

Given the ongoing digital transition and the rapid pace of technological development globally, sustainable tourism management is expected to become increasingly feasible. Furthermore, the emphasis on collaborative action between governments, academia, corporations, micro, small and medium enterprises (MSMEs) and start-ups, investors, supporting business partners (such as accelerators and incubators), and other stakeholders will contribute to the successful implementation of innovations in the entire tourism system.

Fostering a successful tourism innovation and entrepreneurial ecosystem requires connecting all stakeholders to collaboration opportunities and prioritizing capacity building in tourism and technology. Greater synergy of tourism with activities in other sectors, such as agriculture, transport, construction, energy, and health, as well as industries like food and digital, cultural, and creative industries, is anticipated. This approach is expected to amplify positive outcomes, facilitate the green and digital transition of tourism, and enhance the resilience of tourism at all levels.

Due to social changes, such as shorter working weeks and an increased number of days off for the main portion of annual vacation, people now have more free time. This affects the intensity of travel during the year because it opens up the possibility of using several smaller vacations during the year, instead of a single extended holiday. This has consequently led to an extension of the tourist season.

There are also changes in the number, type, and significance of various tourist activities in areas such as sports, art, culture, and similar fields, which contribute important features to holiday and leisure experiences. Demand is becoming more selective, and the share of new segments within it is increasing. Accordingly, the tourism offering is diversifying and improving significantly in quality.

In recent years, special interests of tourists have become increasingly differentiated. Thus, as a result of the changes mentioned above, specific forms of tourism are beginning to emerge, each characterized by particular motives that attract visitors to certain destinations. These specialized forms of tourism target smaller, more narrowly defined segments of demand and

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<sup>13</sup> United Nations World Tourism Organization, *Tourism and Culture Synergies*.

include various types, such as village/rural tourism, gastronomic tourism, hunting and fishing tourism, religious tourism, health tourism, ecological tourism, adventure tourism, elite tourism, cultural tourism, and others.

In order to meet the increasingly diverse and sophisticated demands of modern tourists, the tourism offering must be further aligned with different tourist interests. In this context, even more specific subdivisions within individual types of tourism, known, as the aforementioned, tourist niches, are emerging. It can be said that the 21st century is strongly characterized by the development of special interest tourism.

## **Cultural Tourism**

Among the general public, libraries are most commonly associated with cultural tourism, as one of the previously mentioned selective forms of tourism, in which they primarily serve as well-known attractions. According to UN Tourism, cultural tourism is a type of tourism activity in which visitors are motivated to learn, discover, experience and consume tangible and intangible cultural attractions and/or products in a tourist destination.

These attractions and products encompass a range of recognizable material, intellectual, spiritual and emotional characteristics of the society of the visited destination, relating to art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and living cultures with their lifestyles, value systems, beliefs, and traditions<sup>14</sup>.

Thus, cultural tourism covers the full range of human creativity, customs, heritage and cultural activities. When discussing heritage, it should be emphasized that the term encompasses both tangible and intangible heritage. As a broader concept, cultural tourism covers a wide variety of specialized cultural tourism niches, such as historical tourism, ethno-tourism, archaeological, film, festival, religious tourism, literary tourism, and, more recently, library tourism.

Culture and tourism are closely interconnected and mutually reinforcing, as their combination stimulates local and regional tourist demand. This creates opportunities for the development of new cultural products within the destination's offerings and, in turn, for the emergence of new tourist market segments. Such interactions lead to the expansion of the tourist and cultural market in the destination, generate new visitor interests, and allow for better management of the destination's cultural resources.

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<sup>14</sup> United Nations World Tourism Organization, "Tourism and Culture".

International organizations that focus on the preservation and promotion of culture, or that define cultural relations also play an important role in cultural tourism. The United Nations Educational, Scientific and Cultural Organization (UNESCO) is a world organization within the United Nations that systematically works to protect world cultural heritage. A key aspect of UNESCO's contribution is its distinction between tangible and intangible heritage. Through this approach, UNESCO supports projects that protect spiritual and oral heritage, not just material objects. UNESCO also develops program initiatives that link culture with the sustainable development of local communities. For this reason, it has established several thematic itineraries for cultural tourism, such as in the Caribbean and in Europe in Romania with themes including sugar cane and architecture and spas.

The Council of Europe was actually the first international organization to design cultural itineraries, as early as the 1960s. However, the concept was formally implemented in practice in the 1980s with the establishment of the first such itinerary, based on the pilgrimage route to Santiago de Compostela in Spain. To date, around twenty cultural itineraries have been established across Europe according to defined specific criteria, covering a variety of themes such as Viking Routes, Celtic Routes, Baroque Routes, Silk and Textile Routes.

The European Union operates differently from the aforementioned organizations. As the key political entity uniting a number of European countries, it engages in the cultural sector through its programs such as Culture 2000, Creative Europe, Culture program or MEDIA Programme. The goal of such programs is to promote a common cultural space, characterized by its cultural diversity and shared cultural heritage. However, within the framework of these programs, project leaders must come from European Union member states, while other European countries may participate only as project partners.

In addition to international organizations, cultural tourism is also significantly influenced by national and local authorities. For example, ministries of culture, sometimes in cooperation with ministries responsible for managing the tourism sector, implement national cultural programs that are part of cultural tourism. Government bodies, such as ministries and cultural agencies, play an important role not only in providing financial support for cultural programs, but also in promoting cultural tourism, establishing national cultural brands and related certification systems, and supporting individual cultural sites or phenomena in their efforts to obtain recognition such as the UNESCO World Heritage label or similar designations. Such recognition further stimulates cultural tourism in local destinations while also contributing to the protection of cultural sites.

The significant attention given by the highest-level political and cultural institutions to cultural tourism indicates that it is not only a cultural but also an economically important phenomenon. Through tourism, many cultural buildings and events can be most effectively assigned a commercial function.

This new commercial role enables their preservation, sometimes alongside a new and different cultural function in contemporary society from the original one those buildings had. In this way, culture contributes to the sustainability and preservation of the local community's heritage. Cultural tourism thus helps preserve some local cultural traditions, buildings, and other cultural assets that might otherwise disappear over time without such influence.

It is clear that libraries, as both attractions and primarily cultural institutions, find their place in tourism mainly within the context of cultural tourism, although not exclusively and not solely as attractions. Within cultural tourism, libraries most often appear as tourist attractions, particularly historically significant libraries distinguished by artistic decoration and a long tradition. In addition, some modern public libraries are also visited by tourists primarily as attractions, largely due to their contemporary architecture and design, as well as innovative approaches to user services for which they are recognized.

However, they can and do provide tourists with a range of additional services. These include offering various types of information, providing education about the destination and the host culture or other topics of interest, as well as enabling rest and respite from travel. They may also serve as meeting places for arrangements with hosts or other tourists, provide access to online communication, and offer other useful services. In this way, libraries in cultural tourism do not function solely as tourist attractions; rather, through their informational, educational, and cultural roles, they engage with tourists and help shape their experience of the destinations and cultural environments they represent.

On the other hand, the specificity of cultural tourism is partly related to the profile of the cultural tourist and his expectations and habits. McKercher<sup>15</sup> and other authors suggest that the definition of a cultural tourist can be developed by considering two elements: the person's primary reasons for traveling (motivation) and the level of experience in the destination.

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<sup>15</sup> McKercher, Ho, and du Cros, "Relationship Between Tourism and Cultural Heritage Management: Evidence from Hong Kong", 539-548.