



Jim McKay

Transnational Tourism Experiences at Gallipoli

- Uses an in-depth empirical case study to illustrate key concepts
- Uses a cross-disciplinary perspective and multiple research methods
- Compares the transnational experiences of Australian and New Zealand tourists

This book offers a fresh account of the Anzac myth and the bittersweet emotional experience of Gallipoli tourists. Challenging the straightforward view of the Anzac obsession as a kind of nationalistic military Halloween, it shows how transnational developments in tourism and commemoration have created the conditions for a complex, dissonant emotional experience of sadness, humility, anger, pride and empathy among Anzac tourists. Drawing on the in-depth testimonies of travellers from Australia and New Zealand, McKay shines a new and more complex light on the history and cultural politics of the Anzac myth. As well as making a ground breaking, empirically-based intervention into the culture wars, this book offers new insights into the global memory boom and transnational developments in backpacker tourism, sports tourism and "dark" or "dissonant" tourism.

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