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Popular Culture as a Different Type of Heritage: The Making of AC/DC Lane

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Abstract

Cities are increasingly looking to their popular culture connections to contribute to an attractive destination image. In promoting their popular culture, cities are constructing a different view of their heritage. In Melbourne, Australia, AC DC Lane has been created to commemorate the popular hard rock band. In examining the process of its creation, this paper focuses on two issues. First, the debate over its creation illustrates the expectations that are now arising from such developments and the role of the news media in championing some tourism projects. Second, in honouring a notoriously irreverent hard rock band, AC DC Lane presents a different type of heritage, in many ways at odds with the more conventional views of how heritage might contribute to a city's destination image and identity.

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