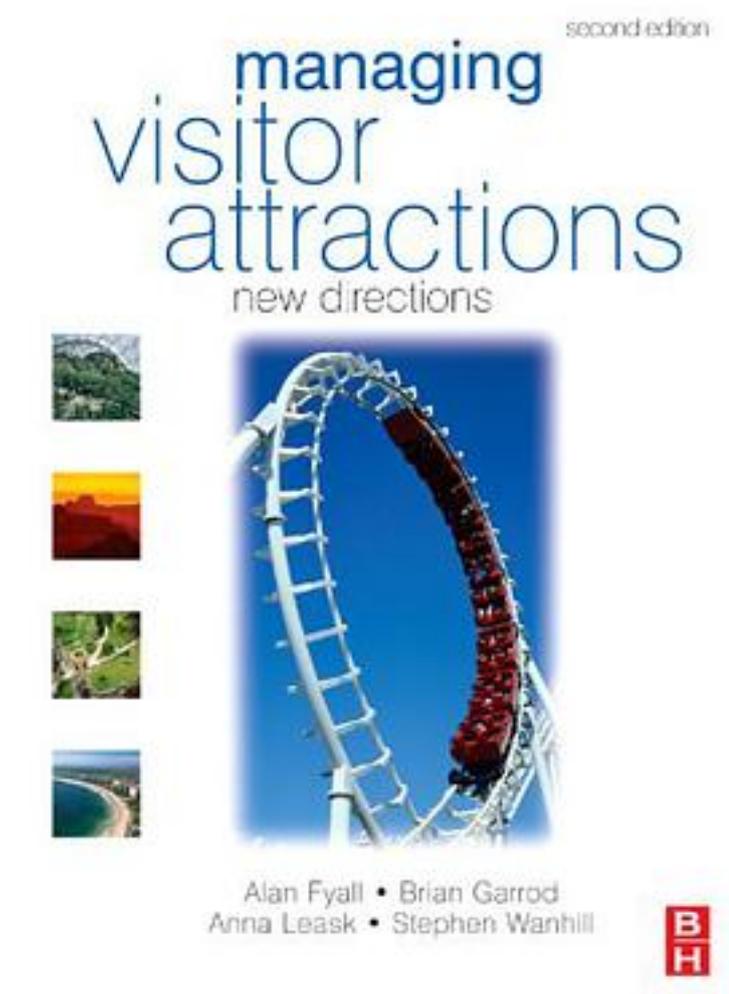


Managing Visitor Attractions, Second Edition



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Visitor attractions represent a complex sector of the tourism industry and are the

catalytic focus for the development of tourism infrastructure and services. As this area grows, there are still many questions to be answered and issues to be understood - such as what visitor attractions actually are, what forces drive their development, who visits them and why, how they are funded, and what the numerous day-to-day challenges are in respect of their management and

marketing. The second edition of this successful text investigates these issues further and provides more solutions and suggestions for the present and future.

Now in its 2nd edition, *Managing Visitor Attractions: New Directions* has been fully revised and updated to include new case studies on attractions in Singapore, seasonal variation,

religion-based attractions, HRM issues and heritage tourism. It also includes five new chapters

looking at attraction success and failure, interpretation, school excursions, managing gardens

and brand management.

Divided into five parts, the book tackles the following core topics:

- . the role and nature of visitor attractions
- . the development of visitor attraction provision
- . the management of visitor attractions
- . the marketing of visitor attractions
- . future issues and trends

With contributions from around the world, this is an essential text for undergraduate and

postgraduate students of visitor attraction management, written by subject specialists with a

wealth of experience in this field.

* Fully revised and updated throughout with five completely new chapters, including interpretation, attraction failure & success, and brand management.

* Provides cutting-edge insight into the issues, principles and practices of visitor attractions.

* World-renowned contributors with a wealth of experience in the field.

* New and classic international case studies from the UK, USA, Singapore, Australia, New Zealand, Greece and Canada.

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目录:

[Managing Visitor Attractions, Second Edition_下载链接1](#)

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