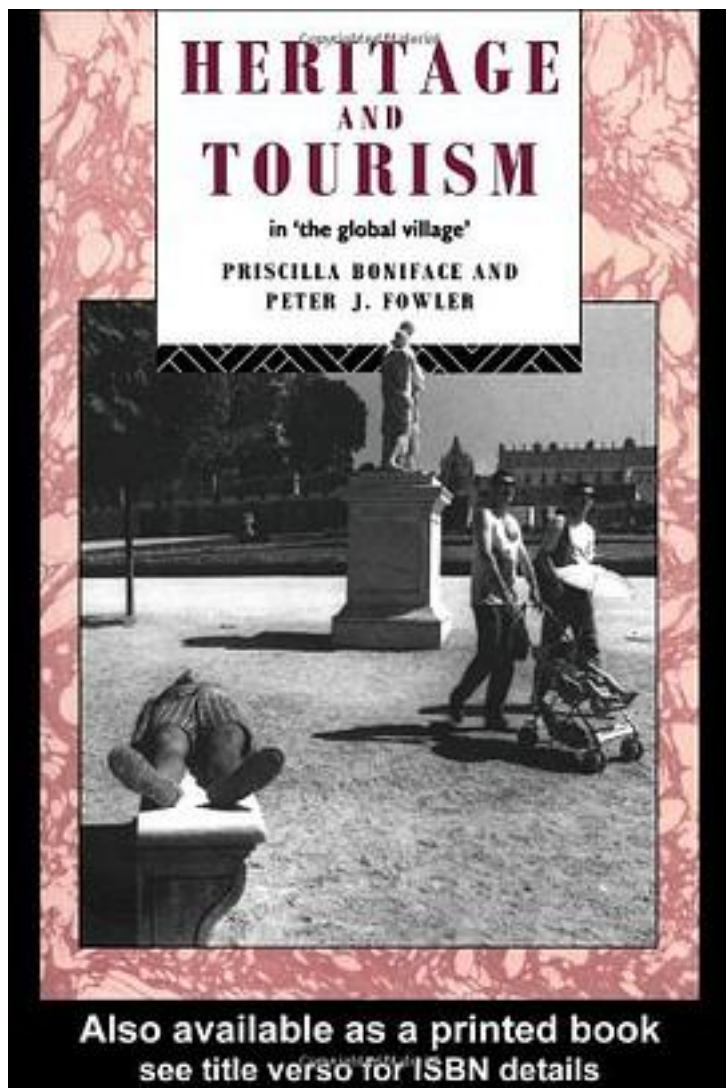


Heritage and Tourism in the Global Village



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A nation's heritage is one of the most potent forces for generating tourism: the Tower of London is the greatest "visitor attraction" in Britain. But it is pushed into insignificance by comparison with the visitors travelling to Disneyland, Epcot and the other entertainment complexes in the USA; and may be dwarfed by Euro-Disney, east of Paris. So how should heritage attractions respond: should they find their own specific audiences and resources? This book, written by a heritage specialist, is directed at those concerned both with heritage and leisure management. International in scope, it examines successful examples of heritage management for tourism, and equally some failures. It aims to lay some useful ground rules which should underpin all heritage developments designed to attract tourism on a major scale.

作者介绍:

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