

Development And Management Of Visitor Attractions

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Attractions
Visitor Attractions and Events
The Development and Management of Visitor Attractions
Tourist Attractions
The Management of Visitor Attractions and Events
Attraction and Destination Management. A Summary
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Tourism Recreation Research
Outing Michigan School Moderator
Art History Tourism Marketing and Management Handbook
The Resources and Attractions of Colorado for the Home Seeker, Capitalist and Tourist
Guide to Official Statistics Bournemouth as it Is. A Guide Book, with Map of the Town
Campbell's Illustrated Monthly Alan Fyall
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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

the five sections that comprise this study chart the role development management marketing and future of visitor attractions the book features case studies from europe asia and north america

now in its second edition the successful development and management of visitor attractions has been fully revised and updated to cover the latest issues in this ever changing area of tourism new features topics include the millennium dome national lottery funded projects international case studies updated statistics and examples the author examines the factors that contribute to the success of visitor attractions the development and management of visitor attractions 2nd edition covers every aspect of the process of developing and managing different kinds of attractions theories explored throughout the text are illustrated through a range of examples and case studies drawn from a number of countries

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both visitor attractions and events play pivotal roles in the appeal of tourism destination regions to visitors by virtue of being the main motivator of tourist trips and determining consumers choices however more recently visitor attractions have become more multifaceted have proliferated and fragmented in terms of form location scale and style and their role is undergoing major changes in a post modern world as a result of consumer demands and competitive innovations visitor attractions and events for the first time theoretically and empirically explores the relations between events and attractions to offer new thinking of the role of space and place in shaping development management practices and strategies in the sector as well as future implications the book reveals how location is pivotal in the development planning and management of visitor attractions and events whereas the location of natural attractions is relatively fixed in space and their locations cannot be predetermined or relocated human made or contrived attractions are more influenced by the planning process in the context of the locational decision making process competition and cooperation between visitor attractions and the aspects which shape these relations including complementarities compatibility knowledge spill overs and diffusion of innovations product similarities and spatial proximity remain largely ignored in the visitor attraction sector and thus are major elements in the focus of this book comparative examples ranging from small to major attractions in a wide variety of locations are included this significant volume will appeal widely to all those interested in the visitor sector such as tourism events leisure studies destination management and sociology

tourist attractions constitute the metaphorical heart of tourism this book aims to both deconstruct and construct what tourist attractions are how we perceive them and how we can enhance our understanding of what attracts us as tourists the volume reaches beyond current ideas about the ways tourist attractions are created shaped and packaged it focuses on the importance and subjective nature of identity memory

narrative and performance in the tourist experience to find new ways of analysing and managing tourist attractions the book will appeal to researchers and students in tourism and destination management and heritage and indigenous tourism

abstract from the year 2013 in the subject business economics general grade 1 3 stralsund university of applied sciences language english abstract the book includes the following what ist attraction visitor attractions vs tourist attractions attractions vs destinations attractions and facilities

cultural and historical attractions are principal factors generating tourism trips and this has spurred the growth of a large heritage industry however the character and behaviour of heritage tourists and their social and economic impact on their destinations is as yet little understood richard prentice presents a detailed analysis of heritage tourism by examining the way the benefits gained from visits to attractions are consumed this exploration into the nature of the heritage product calls into question the terminology used to define this aspect of the tourism industry and richard prentice argues that it is all too easily regarded as a homogenous industry when in fact it covers diverse attractions which serve diverse tourism and leisure markets a more sensitive approach to such questions as the promotion of these attractions their retailing role their sustainability and their educational impact is needed within the industry the author shows that the demands of tourists their socio economic background and the decision making processes involved all have implications for the management and marketing of tourism he analyses the benefits that tourists seek when visiting heritage attractions and measures their reactions to the presentation of such sites asking how informed tourists are and what sort of promotion they respond to by setting up a model of the heritage user he attempts to identify key features which should influence tourist operators seeking to understand the behaviour of their tourist visitor and respond effectively

this handbook provides a detailed guide to marketing and management in tourism in the 1990s this second edition features 100 contributions from international authorities on the subject new chapters reflecting the issues of increasing importance in tourism greater emphasis on management and internationally applicable topics and major revisions of all existing chapters the contents have been reorganized by subject area for convenience designed to provide a user friendly reference the topics covered include cost benefit analysis hotel marketing international tourism trends financial analysis and planning quality management and pricing and promotional strategy this edition shows the

application of marketing and management techniques within the tourism industry and is appropriate for use in tourism businesses of any size

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