



Managing Visitor Attractions: New Directions

Bruce Prideaux, Stephen Wanhill, Geoffrey Wall, Joan C Henderson, BradleyM Braun, Martin McCracken, Derek Robbins, Philip Goulding, Myra Shackley, C. Michael Hall, StephenW Boyd, Richard Voase, Stavros Christadoulakis, Ken Robinson, Victor T.C. Middleton, Terry Stevens, F. Kazasis, G. Anestis

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'Managing Visitor Attractions' is a unique text that provides a cutting edge insight into the issues, principles and practices of visitor attractions today and into the future.

Divided into five parts, the book tackles the following 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, the book is illustrated with up-to-date, international case studies from the UK, USA, Singapore, Australia, New Zealand, China, Denmark and Canada. It 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.

Provides a cutting insight into the issues, principles and practices of visitor attractions

Well-renowned contributors with a wealth of experience in the field

Up-to-date international case studies from the UK, USA, Singapore, Australia, New Zealand, Greece and Canada



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