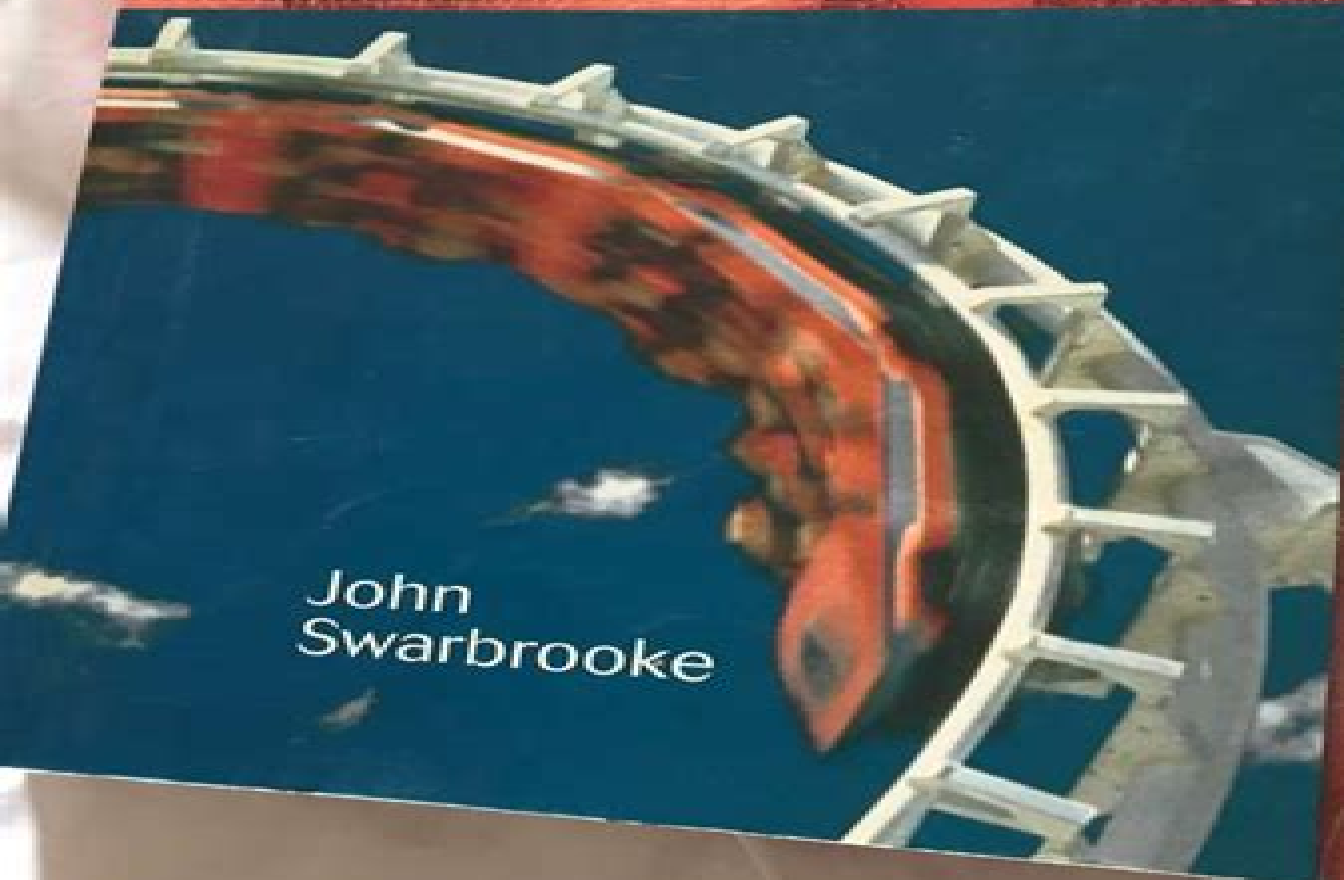


# The Development and Management of Visitor Attractions

John  
Swarbrooke



# Development And Management Of Visitor Attractions

**Tuija Sievänen**



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**Managing Visitor Attractions** Alan Fyall, Brian Garrod, Anna Leask, 2003 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 Managing Visitor Attractions Brian Garrod, Stephen Wanhill, 2009-11-03 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

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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

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Bruce Prideaux, Alan Fyall, Anna Leask, C. Michael Hall, Stephen W. Boyd, Richard Voase, Stavros Christadoulakis, Ken Robinson, Victor T.C. Middleton, Terry Stevens, F. Kazasis, G. Anestis, Stephen Wanhill, Geoffrey Wall, Joan C. Henderson, Bradley M. Braun, Martin McCracken, Derek Robbins, Philip Goulding, Myra Shackley, 2012-04-27 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

*Visitor Attractions and Events* Adi Weidenfeld, Richard Butler, Allan M. Williams, 2016-04-28 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      **The Management of Visitor Attractions and Events** John Walsh-Heron,Terry Stevens,1990      Master Plan for the Development, Management, and Protection of the Rugby Colony Historic Area ,1984

**Attraction and Destination Management. A Summary** Laura Herrmann,2014-08-05 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      *Visitor Attractions and Events* Adi Weidenfeld,Taylor & Francis Group,Richard Butler,Professor Allan M Williams,2021-12-13 This book 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 the development and management practices and strategies in the visitor attraction sector as well as future implications for management and development planning policies      **Policies, Methods and Tools for Visitor Management** Tuija Sievänen,2004      **Tourism in the Twenty-first Century** Eric Laws,Gianna Moscardo,Herbert William Faulkner,2001 This text provides a systematic examination of past and prospective future trends in tourism It brings together expert reviews of all the issues and stimulates debate on the major challenges confronting the industry in the 21st century      The Management of Small Tourism and Hospitality Firms Rhodri Thomas,1998 This text provides an overview of the scale and scope of small firms in the tourism and hospitality industries and examines the key issues affecting their development      Proceedings from the Australian Tourism and Hospitality Research Conference ,1996      Borneo 2000: Language, management, and tourism Borneo Research Council (Williamsburg, Va.). Conference,2000      Managing Cultural Resources for the Tourist Paul Callaghan,Mike Robinson,Nigel Evans,1996      Irish Sea Study Group Report: Planning development and management Irish Sea Study Group,1990      *Information Technology & Tourism* ,2003

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