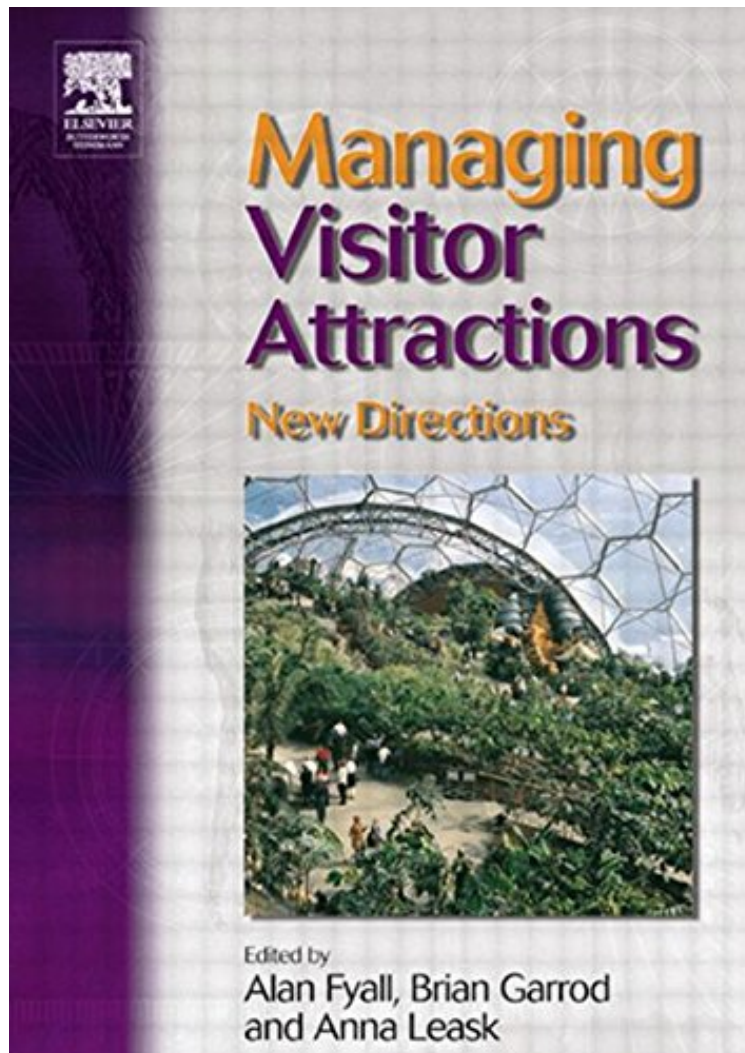


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## Managing Visitor Attractions: New Directions

*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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**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 : Managing Visitor Attractions: New Directions** before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Visitor Attractions: New Directions:

0 of 0 people found the following review helpful. eh...By JR vaanLiendenA fairly sterile read with what felt like a lot of generalities to fill pages.

'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

About the Author Dr Bruce Prideaux is a Professor of Tourism Management and Marketing, at James Cook University, Australia. He is Editor of Asia Pacific Journal of Transport and Book Editor for Australian Journal of Hospitality Management. He has contributed to numerous edited texts, including our forthcoming text, *Managing Visitor Attractions* (eds Fyall et al). After a career starting with Procter Gamble, followed by the British Tourist Authority and the University of Surrey, Victor Middleton has been an independent management consultant, academic and author since 1984. He has a wide portfolio of international interests in travel and tourism, in marketing, research and sustainability. Over the years he has worked in many parts of the world and holds appointments as Visiting Professor at Oxford Brookes University and the University of Central Lancashire. He is a founder fellow (1977) and former chairman of the UK Tourism Society. A well known author, Victor Middleton has written several books and over one hundred articles and reports. Alan is Reader in Tourism Management in the International Centre for Tourism Hospitality Research, and Head of Research for the School of Services Management at Bournemouth University, UK. Alan has published widely with his areas of expertise spanning the management of attractions, heritage tourism and destination management. Alan has co-edited *Managing Visitor Attractions: New Directions* (2003) published by Butterworth Heinemann, while he has co-authored *Tourism Marketing: A Collaborative Approach* (2005) and the third edition of *Tourism Principles and Practice* (2005) published by Channel View and Prentice Hall respectively. Alan has recently completed a number of projects for external clients in the South West of England exploring suitable structures for emerging Destination Management Organisations and has conducted work in the Caribbean and Southern Africa for the Commonwealth Secretariat. Anna is Senior Lecturer in Tourism at Napier University, Edinburgh, UK. Her teaching and research interests combine and lie principally in the areas of heritage visitor attraction management, visitor attraction pricing and general conference management. She has also co-edited *Managing Visitor Attractions: New Directions* (2003) with Alan Fyall and Brian Garrod and *Heritage Visitor Attractions: An Operations Management Perspective* (1999) with Ian Yeoman. Anna has presented and published extensively in the field of visitor attraction management in both UK and international contexts. She is currently leading research in the School of Marketing Tourism and the Centre for Festival and Event Management at Napier University.