



Development and Management of Visitor Attractions

By John Swarbrooke, Stephen J. Page

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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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Editorial Review

Review

"...a well presented publication, which provides a clear and in depth perspective on attraction design."
Hospitality, May 2002

From the Publisher

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From the Back Cover

The author examines the factors which contribute to the success of visitor attractions. It reflects the latest developments in the field and anticipates the impact of political, economic, social, and technological change on visitor attractions.

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