

1. Record Nr.	UNINA9910457677903321
Titolo	International cultural tourism [[electronic resource]] : management, implications and cases // [edited by] Marianna Sigala and David Leslie
Pubbl/distr/stampa	Oxford ; ; Burlington, MA, : Elsevier Butterworth-Heinemann, 2005
ISBN	1-136-39430-3 1-280-63415-4 9786610634156 0-08-045547-6
Descrizione fisica	1 online resource (265 p.)
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Disciplina	338.4791
Soggetti	Heritage tourism Tourism Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	International Cultural Tourism: Management, Implications and Cases; Copyright; Contents; Biographies of Contributors; Introduction: The rationale and need for this book; Part One Heritage and Cultural Tourism and Products; CHAPTER 1 Heritage and cultural tourism: a marketing-focused approach; CHAPTER 2 The marketing of Australian cultural tourist attractions: a case study from Sydney; CHAPTER 3 Culture as a component of the hospitality product; CHAPTER 4 Cultural tourism packages: the role of smart cards in the Alps; Part Two Operations and Facilities Management CHAPTER 5 Operational management of cultural and heritage sitesCHAPTER 6 Cultural tourism attractions and environmental performance; CHAPTER 7 Cultural tourists in a cultural capital: Helsinki; CHAPTER 8 Cultural tourism in South Africa: a case study of cultural villages from a developing country perspective; Part Three Environmental Management and Sustainability; CHAPTER 9 Sustainability and environmental management; CHAPTER 10 Effective community involvement in the development and sustainability of

cultural tourism: an exploration in the case of New Lanark
CHAPTER 11 Managing Stonehenge: the tourism impact and the impact on tourism
CHAPTER 12 Templo Mayor: evolution and rediscovery. Sustaining Mexico's ancient cultural heritage; Part Four New Media and Technologies; CHAPTER 13 New media and technologies: trends and management issues for cultural tourism; CHAPTER 14 In search of post-modern online authenticity: assessing the quality of learning experiences at eternalegypt.org; CHAPTER 15 Intelligent information interactions for cultural tourism destinations
CHAPTER 16 Destination information, marketing and management systems and sustainable heritage tourism development
Conclusion The future of the past: visions and trends for cultural tourism sector; Index

Sommario/riassunto

International Cultural Tourism: management, implications and cases provides a comprehensive exploration of the management, operations and marketing of cultural tourism attractions and resources in a global context. Topics explored include: * For the first time, an evaluation of the use and transformational impact of global media and new ICT in the management and marketing of cultural tourism attractions and resources. * The changing nature of the global cultural tourism marketplace (including demand)
