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Nota di contenuto	Book Cover; Title; Contents; Illustrations; Preface; Acknowledgements; Introduction: setting the global scene; Home thoughts; Indigenous and colonial; East and West; The aloha experience: Hawaii; Urbane and streetwise; The rural scene; In the museum direction; The 'moving object'; Global products; Heritage, tourism and 'the village'; Notes; Further reading; Index to places; Index to subjects
Sommario/riassunto	A nation's heritage is one of the most potent forces for generating tourism: the Tower of London is the greatest 'visitor attraction' in Britain. But it is pushed into insignificance by comparison with the visitors travelling to Disneyland, Epcot and the other entertainment complexes in the USA; and it will be dwarfed by Euro-Disneyland east of Paris. So how should heritage attractions respond: should they find their own specific audiences and resources? This book, written by a leading heritage specialist, is essential reading for all those concerned both with heritage and leisure management.