

Visitor Management At A World Heritage Site Skara Brae Prehistoric Village By Anna Leask

'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. Different tourism sites and destinations require different management approaches to maintain resources for both tourists and native populations. Through evaluating ongoing patterns in the industry, businesses are able to maintain an equilibrium between the local community and tourist populations. Managing Sustainable Tourism Resources is a scholarly publication that takes an in-depth look at the different aspects of tourism as well as its impacts on cultural

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awareness, ecological harmony, and diversity. Additionally, it analyzes the operational functions within varying types of tourism and business strategies including women entrepreneurship, tourism in national parks and sanctuaries, and sustainable management. This book is a vital resource for entrepreneurs, policy makers, managers, economists, business professionals, academicians, and researchers seeking coverage on the management and sustainable tourism. Neville Agnew, senior principal project specialist at the GCI, is the author of numerous publications in research chemistry and conservation, including (with two coauthors) the book Cave Temples of Mogao: Art and History on the Silk Road. --Book Jacket.

The management of World Heritage Cities and sites is a challenging task. Getting visitor flows and the enormous traffic under control and implementing urban development projects in ways that preserve the integrity and authenticity of cultural heritage requires a high level of expertise, backed by the support of civil society and politics. This book is the result of the 2018 Conference of the Organization of World Heritage Cities, held by the Regional Secretariat for Northwest Europe and North America in Amsterdam, with the theme "Heritage & Tourism: Local Communities and Visitors – Sharing Responsibilities". The contributing expert authors – from Africa, the Americas, Asia, and Europe – draw

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on a range of disciplines to offer wider perspectives, stimulating dialogue among the spheres of heritage, sustainable tourism, and spatial planning. An updated chapter offers perspectives on sustainable tourism also after the COVID-19 pandemic.

World Heritage Sites are some of the most recognised locations around the world. They include natural sites such as the Grand Canyon and the Great Barrier and cultural ones such as the Pyramids at Giza, the Walled City of Baku in Azerbaijan and the Historic Centre of Riga in Latvia. The responsibility to manage them successfully and ensure that the resources are not damaged by visitors, war or environment is therefore vital. Managing World Heritage Sites covers the management issues encountered at cultural and natural UNESCO World Heritage Sites). WHS sites are high profile and as their designation states they are unique. They are often government owned and subject to political debate, they have iconic status and are therefore crucial to national tourism industries, and often involve a large number of stakeholders within their management structures. This text considers all of these aspects in arriving at solutions for site management principles. In 12 chapters and 5 case studies it covers issues such as WHS designation, marketing, visitor management, revenue generation and management. Each chapter will examine the

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management issues associated with managing heritage within the WH Sites, making clear use of management practices to apply the theory. Managing World Heritage Sites: • Includes international case studies such as the Grand Canyon, Taj Mahal, Angkor Wat, Statue of Liberty, Yosemite National Park. • Is authored by an international contributor team of well known and respected experts in this field • Has a user friendly and logical structure including aims, introduction, case study, conclusion, references and websites and examples best practice. • 5 specific case study chapters including a location map, an explanation of key issues, conclusion, and questions for self-study * Covers the management issues encountered at cultural and natural world heritage sites including designation, marketing, visitor management, revenue generation and management. * Illustrated with international case studies including Grand Canyon, Taj Mahal, Angkor Wat, Statue of Liberty, Yosemite National Park. * International contributor team of well known and respected experts in this field Tourism Impacts, Planning and Management is a unique text, which links these three key areas of tourism: impacts, planning and management. Tourism impacts are multi-faceted and therefore are difficult to plan for and manage. This book looks at all the key players involved - be they tourists, host communities or industry members - and considers a number of approaches and techniques for

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managing tourism successfully. Divided into four parts, this text discusses: * The growth, development and impacts of tourism * Tourism planning and management: concepts, issues and key players * Tools and techniques in tourism planning and management: education, regulation and information technology * The future of tourism planning and management: issues of sustainability and the future Up-to-date, international case studies are used, for example the impacts of 9/11 and terrorism in Bali, to illustrate and provide a real-life context for the theories discussed. Exercises are also included to consolidate learning.

Whether economic liberalization and the growing influence of the multinationals or the ineffective global financial system and the globalization impacts, it all has something to do with the global economic and public policy making. At the national level, the key policy issues remain the management of the national economy and public revenue versus expenditure. The adverse impacts of globalization, advancing technology, and the changing demographics also exacerbate the issue. Moreover, the existing party political system at national level and the institutions of governance at the global level are increasingly become obsolete and therefore fail to response to the global challenges today. The policy framework presented here attempts to address some of these issues. The objectives of the book rest with identifying and addressing the key

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global public policy issues that challenge the world order and to present some innovative but rather unorthodox policy propositions.

The book provides a holistic approach to wine destination management and marketing by bringing together wine tourism research with research in wine and destination management. Chapters are contributed by numerous international authors offering an international and multidisciplinary perspective. The book combines fresh research approaches with international industry examples and case studies in the following key topics: understanding demand of wine destinations; New approaches and practices of wine destination marketing; innovation and design of wine destination experiences and wine routes; planning and development of wine destinations. The book analyses wine destination management and marketing issues from the perspectives of the various stakeholders of wine destinations (e.g. tourists, cellar doors, wine tourism firms, destination managers, wine associations and networks). The book is equally valuable to researchers and industry professionals alike.

Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism.

'Visitor Management' is an innovative collection of case studies taken from cultural World Heritage Sites. Using examples from the world's most significant archaeological and architectural legacies this book identifies the problems involved with site

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management. Cultural World Heritage Sites are extremely attractive to contemporary visitors. This poses many problems for site management, notably the need to preserve a delicate balance between interpretation, conservation and the provision of visitor facilities. This contributed title takes examples from a range of UNESCO World Heritage Sites and shows models of good practice looking at the functions of the different organizations involved and the range of variation among sites. The contributors have international expertise and draw on first-hand knowledge at a practical level. 'Visitor Management: Case studies from World Heritage Sites' is ideal for practitioners and students involved in heritage management and conservation management. Undergraduate and postgraduate students in tourism, leisure and hospitality will also find this book an invaluable read. Myra Shackley is Professor of Culture Resource Management and Head of the Centre for Tourism and Visitor Management at Nottingham Trent University. Her research interests lie in the management of cultural and wildlife tourism, particularly in relation to Protected Areas and World Heritage Sites. She has published eleven previous books, of which the last was 'Wildlife Tourism' (International Thompson Business Press, 1996) and has extensive research and consultancy interests within the field of visitor management. The subject of sustainability has become central to the discussion of how to succeed in the stable development of the tourism industry, due to the uncontrollable nature of supply and demand over the past few decades. Thus, this book examines policies and

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practices associated with the introduction of various methods in order to maintain sustainable tourism development. The list of policies and practices is based on a selection of the most recent topics, providing many real-world examples and cases in relation to culture and nature-based environmental issues, representing both individual businesses and tourist destinations with an international focus, namely Australia, Belgium, Bulgaria, Canada, Portugal, South Korea, Taiwan, Turkey, and the USA. Structured with 15 chapters altogether, the principles and guidelines discussed apply equally to different product levels in tourism such as museums, cities, regions, and countries. This volume is intended as a supplementary textbook for further reading. The editors believe that the book will gain attention from colleagues worldwide because of relevant educational courses on sustainable tourism, environmental tourism and cultural heritage management.

Visitor management may be considered as a component of destination management at all levels of a destination. It involves a wide range of stakeholders. This book demonstrates current knowledge on visitor management. Visitor Management in Tourism Destinations provides insight into critical concepts such as the visitor experience, service quality, the uses of indicators and frameworks, and interpretation. It also addresses current issues including the social and political dimensions of visitor management, the implementation of monitoring, vandalism and augmented reality. Authored by leading international researchers in the field of visitor management

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research, this book is primarily aimed at researchers and postgraduate students. Heritage is a growing area of both tourism and study, with World Heritage Site designations increasing year-on-year. This book reviews the important interrelations between the industry, local communities and conservation work, bringing together the various opportunities and challenges for different destinations. World Heritage status is a strong marketing brand, and proper heritage management and effective conservation are vital, but this tourism must also be developed and managed appropriately if it is to benefit a site. As many sites are located in residential areas, their interaction with the local community must also be carefully considered. This book: - Reviews new areas of development such as Historic Urban Landscapes, Intangible Cultural Heritage, Memory of the World and Global Geoparks. - Includes global case studies to relate theory to practice. - Covers a worldwide industry of over 1,000 cultural and natural heritage sites. An important read for academics, researchers and students of heritage studies, cultural studies and tourism, this book is also a useful resource for professionals working in conservation, cultural and natural heritage management.

Not all World Heritage Sites have people living within or close by their boundaries, but many do. The designation of World Heritage status brings a new dimension to the functioning of local communities and particularly through tourism. Too many tourists accentuated by the World Heritage label, or in some cases not enough tourists, despite anticipation of increased numbers, can act to disrupt and disturb relations within a

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community and between communities. Either way, tourism can be seen as a form of activity that can generate interest and concern as it is played out within World Heritage Sites. But the relationships that World Heritage Sites and their consequent tourism share with communities are not just a function of the number of tourists. The relationships are complex and ever changing as the communities themselves change and are built upon long-standing and wider contextual factors that stretch beyond tourism. This volume, drawing upon a wide range of international cases relating to some 33 World Heritage Sites, reveals the multiple dimensions of the relations that exist between the sites and local communities. The designation of the sites can create, obscure and heighten the power relations between different parts of a community, between different communities and between the tourism and the heritage sector. Increasingly, the management of World Heritage is not only about the management of buildings and landscapes but about managing the communities that live and work in or near them.

Examines the phenomenon of cultural tourism in its broadest sense, combining a rigorous and academic theoretical framework with practical case-studies and real-life examples, drawn from both the developed and developing world.

Archaeological sites opened to the public, and especially those highly photogenic sites that have achieved iconic status, are often major tourist attractions. By opening an archaeological site to tourism, threats and opportunities will emerge. The threats are to

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the archaeological record, the pre-historic or historic materials in context at the site that can provide facts about human history and the human relationship to the environment. The opportunities are to share what can be learned at archaeological sites and how it can be learned. The latter is important because doing so can build a public constituency for archaeology that appreciates and will support the potential of archaeology to contribute to conversations about contemporary issues, such as the root causes and possible solutions to conflict among humans and the social implications of environmental degradation. In this volume we will consider factors that render effective management of archaeological sites open to the public feasible, and therefore sustainable. We approach this in two ways: The first is by presenting some promising ways to assess and enhance the feasibility of establishing effective management. Assessing feasibility involves examining tourism potential, which must consider the demographic sectors from which visitors to the site are drawn or might be in the future, identifying preservation issues associated with hosting visitors from the various demographic sectors, and the possibility and means by which local communities might be engaged in identifying issues and generating long-term support for effective management. The second part of the book will provide brief case studies of places and ways in which the feasibility of sustainable management has been improved. Globally rainforests are under threat on numerous fronts, including clearing for agriculture, harvesting for timber and urban expansion. Yet they have a crucial role in

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biodiversity conservation, climate change mitigation and providing other ecosystem services. Rainforests are also attractive tourist spaces and where they have been used as a tourism resource they have generated significant income for local communities. However, not all use of rainforests as a tourism resource has been sustainable. This book argues that sustainability must be the foundation on which tourism use of this complex but ultimately fragile ecosystem is built upon. It provides a multi-disciplinary perspective, incorporating rainforest science, management and tourism issues. The book is organized into four sections commencing with 'Tourism in rainforest regions', followed by 'Threats to rainforest tourism' and 'The development and management of rainforest experiences', and finally 'Wildlife and rainforest tourism'. Each major rainforest region is covered, including the Amazon, Central America, Africa, Australia and south-east Asia, in the context of a specific issue. For example, rainforests in Papua New Guinea are examined in the context of community-based ecotourism development, while the rainforests in Borneo are discussed in an examination of wildlife issues. Other issues covered in this manner include governance, empowerment issues for rainforest peoples and climate change.

This text provides concise introduction to all the core topics of tourism management. Covering both key theory and practice it introduces students to general management issues across the whole tourism sector in an accessible and manageable way. It integrates the themes of sustainability, internationalism, technology and globalization

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throughout to provide a thoroughly modern approach to the study of tourism. The remarkable success of the 1972 UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage is borne out by the fact that nearly 1,000 properties have now been designated as possessing Outstanding Universal Value and recognition given to the imperative for their protection. However, the remarkable success of the Convention is not without its challenges and a key issue for many Sites relates to the touristic legacies of inscription. For many sites inscription on the World Heritage List acts as a promotional device and the management challenge is one of protection, conservation and dealing with increased numbers of tourists. For other sites, designation has not brought anticipated expansion in tourist numbers and associated investments. What is clear is that tourism is now a central concern to the wide array of stakeholders involved with World Heritage Sites.

This book highlights the challenges and trends resulting from the relationship between tourist motivations, World Heritage Sites and local cultural uniqueness. With a special focus on Portugal and Brazil, several chapters refer to international cultural heritage experiences and destinations in Belgium, Cuba, Croatia, Italy, Japan, South Africa, Spain and Turkey. The volume shows that there is some crossover between tangible and intangible cultural heritage, and

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explores themes such as festivals and events, marketing, branding, sustainability, authenticity, preservation, wine tourism, ethnic tourism, religious tourism, literary tourism, museology and garden tourism. It will appeal to readers interested in tourism management, quality of the tourist offer, tourism heritage products, and characteristics of the tourism demand in the scope of cultural heritage.

Using several case studies, regional overviews and thematic analyses, this book evaluates the pros and cons of ecotourism for communities and ecosystems. Focusing on the Americas, it draws perspectives from private tour operators, non-governmental conservation and development organizations, local and indigenous communities and tourism researchers.

"This book offers the latest research available within the field of information management as it pertains to the Asian business market, promoting and coordinating developments in the field of Asian and Chinese studies, as well as presenting strategic roles of IT and management towards sustainable development"--

Once visited only by the cognoscenti of the ancient world, over the last decade Petra has drawn almost a million visitors in some years. Petra burst into popular consciousness with the release of enormously popular motion picture Raiders of

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the Lost Ark in 1981. Moviegoers all over the world were introduced to some of the spectacular scenic wonders of Petra: the Siq, a narrow chasm with colorful, towering sandstone walls, and Al-Khazna, the exquisitely carved tomb for a Nabataean king. For centuries, the Nabataeans controlled the trade in precious commodities across the Arabian Peninsula, bring spices from Southeast Asia, incense from present-day Yemen, gold and ivory from Africa, and silk from the Far East across the Empty Quarter to ports on the western Mediterranean. In 1985, Petra was included on the list of World Heritage Sites. Since then, low cost jet travel and a fast highway from the capital city of Amman have made the site increasingly accessible. The Jordanian government has made attracting tourists to Jordan a top priority. For all of the attention that Petra has received, it is still surprisingly poorly understood. A widely accepted chronology of the city, even the dates of major tombs and monuments, has yet to be established. Even the mystery of why and how Arab nomads adopted a sedentary lifestyle and built a great city has yet to be fully explained. Will Petra's popularity as a tourism destination overshadow the importance of addressing these questions, and, more importantly, will tourism damage the archaeological remains there in ways that make answers more difficult or even impossible to find?

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world. They include natural sites such as the Grand Canyon and the Great Barrier and cultural ones such as the Pyramids at Giza, the Walled City of Baku in Azerbaijan and the Historic Centre of Riga in Latvia. The responsibility to manage them successfully and ensure that the resources are not damaged by visitors, war or environment is therefore vital. Managing World Heritage Sites covers the management issues encountered at cultural and natural UNESCO World Heritage Sites). WHS sites are high profile and as their designation states they are unique. They are often government owned and subject to political debate, they have iconic status and are therefore crucial to national tourism industries, and often involve a large number of stakeholders within their management structures. This text considers all of these aspects in arriving at solutions for site management principles. In 12 chapters and 5 case studies it covers issues such as WHS designation, marketing, visitor management, revenue generation and management. Each chapter will examine the management issues associated with managing heritage within the WH Sites, making clear use of management practices to apply the theory. Managing World Heritage Sites: • Includes international case studies such as World Heritage Sites in the Americas, Machupicchu, Stonehenge, Central Eastern Rainforest Reserves of Australia, Megalithic Temples of Malta. • Is authored by an

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international contributor team of well known and respected experts in this field • Has a user friendly and logical structure including aims, introduction, case study, conclusion, references and websites and examples best practice. • 5 specific case study chapters including a location map, an explanation of key issues, conclusion, and questions for self-study

World Tourism Cities: A Systematic Approach to Urban Tourism is a unique and contemporary textbook that addresses the particular situation of urban tourism destinations in the 2020s by reviewing key issues, trends, challenges and future opportunities for urban tourism destinations worldwide, as well as city destination management. The book is divided into four parts, with Part I providing background chapters on world tourism cities. It begins by clearly defining world tourism cities and explaining the impacts of globalisation and urbanisation on these cities. The subsequent chapter explains the urban tourism phenomenon and traces its growth. Part II presents city destination management, planning and development and the marketing and branding of cities, offering practical solutions and approaches. Part III discusses major issues and trends in world tourism cities including resident well-being and quality of life, sustainability, smart tourism, crises and the rise of tourism in Asian cities, and the final part identifies the future opportunities for city tourism. Written in a student-friendly tone, the book is richly illustrated and contains several engaging features, including Sweet tweets (snippets of information on cities) and Short breaks (detailed

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case studies on cities). This will be essential reading for all tourism students. Overtourism explores a growing phenomenon in tourism that is currently creating tensions in both urban and rural tourist destinations worldwide. This volume proposes a framework for a series of possible solutions and management strategies for dealing with overtourism and the various negative impacts that large quantities of tourists can impose. Questioning the causes of this phenomenon – such as increased prosperity and mobility, technological development, issues of security and stigma for certain parts of the world, and so on – this book supposes that better visitor management strategies and distribution of tourists can offset the negative impacts of overtourism. Individual chapters focus on a range of destinations including Venice, Barcelona and Dubrovnik, as well as UNESCO cultural and natural heritage sites, where local political actors and public authorities are not always able to deal with the situation effectively. Integrating research and practice, this book will be of great interest to upper-level students, researchers and academics in tourism, development studies, cultural studies and sustainability, as well as professionals in the field of tourism management. At the Mogao Grottoes, a World Heritage site near Dunhuang city in Gansu Province, visitor numbers have increased inexorably since 1979 when the site opened. A national policy that identifies tourism as a pillar industry, along with pressure from local authorities and businesses to encourage more tourism, threatens to lead to an unsustainable situation for management, an unsafe and uncomfortable experience for

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visitors and irreparable damage to the fragile art of the cave temples for which the site is famous. In the context of the comprehensive visitor management plan developed for the Mogao Grottoes, a multi-year study began in 2001 as a joint undertaking of the Dunhuang Academy and the Getty Conservation Institute to determine the impact of visitation on the painted caves and develop strategies for sustainable visitation such that, once implemented, these threats would be resolved. The methodological framework featured a major research and assessment component that integrates visitor studies; laboratory investigations; environmental monitoring; field testing and condition assessment to address the issues affecting the grottoes and visitors. Results from this component led to defining limiting conditions, which were the basis for establishing a visitor capacity policy for the grottoes and developing long-term monitoring and management tools.

This case study is part of the Contemporary Cases Online series. The series provides critical case studies that are original, flexible, challenging, controversial and research-informed, driven by the needs of teaching and learning.

Examines 9 international cases under the sections of Managing Heritage Sites, World Heritage Sites, and Heritage Tourism. Cases include: A Viking Case Study, Ethnic Enclaves: Singapore's Little India, Managing Religious Heritage Attractions: The Case of Jerusalem, , Edinburgh WHS, Indigenous Tourism and Heritage: A Maori Case Study and more.

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One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject. It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data and statistics.

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