

Managing Quality Cultural Tourism

Priscilla Boniface



Heritage: Care-Preservation-Management

Managing Quality Cultural Tourism

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Managing Quality Cultural Tourism:

Managing Quality Cultural Tourism Priscilla Boniface, 2013-06-17 As cultural tourism increases the management of heritage sites becomes more complex This book examines these crucial management issues from a marketing approach to identify the needs of all concerned *The Equitable Cultural Tourism Handbook* Dr. Alf H. Walle, 2010-03-01 The goal of this book is to deal in a provocative way with a number of key issues involving the increased participation of the private sector within cultural tourism My goal is not to write a complete overview of the field Instead this short book deals with a fairly circumscribed set of issues involving contemporary changes within cultural tourism Since modern business largely focuses on serving customers a major focus of this book concerns marketing thought and its implications in regard to cultural tourism In large measure this book seeks to help host communities and their advocates to become familiar with and comfortable within a private sector context as well as being able to interact in such an environment The book starts with a two chapter introduction that focuses upon the distinctive role of cultural tourism As emphasized in chapter 1 a dilemma arises because cultural tourism must simultaneously serve multiple stakeholders and do so in equitable ways This is much more complex than the more typical task of concentrating upon the needs wants and desires of customers These ideas are refined in chapter 2 where the discussion centers primarily upon the importance of serving host communities in addition to customers Certainly catering to customers continues to be an issue but it should be envisioned as an ad hoc method of serving the host community

Quality Assurance and Certification in Ecotourism Rosemary Black, Alice Crabtree, 2007 This book explores solutions to the problems of inconsistency and even exploitation of the term ecotourism through examples case studies and a discussion of quality control and certification The first part of the book chapters 2 8 moves the reader through the spectrum of quality assurance tools from what are perceived to be the least rigorous and effective awards of excellence and codes of conduct to more formal credible and effective methods certification and accreditation with a brief foray into using indicators to measure and monitor effectiveness The second part chapters 9 23 looks at a range of ecotourism stakeholders perspectives with an emphasis in one way or another on various industry certification programmes A concluding chapter explores the challenges and issues for quality in ecotourism The book has a glossary and a subject index

Issues in Cultural Tourism Studies Melanie K. Smith, 2003 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

Cultural Tourism Razaq Raj, Kevin Griffin, Nigel D. Morpeth, 2013 With contributions from international experts this book provides a broad discussion of cultural tourism as a concept and the way it is implemented in diverse regions around the world It addresses the notion of cultural tourism and what it means to tourism as an industry and also explores types of cultural tourism offered to tourists and experienced by them Many international case studies will be included on specific instances of cultural tourism and current topics like cultural tourism s

relationship to sustainability are discussed **Cultural Tourism** Greg Richards, 2007 Cultural tourism is not only a major industry but also a support for national identity and a means for preserving heritage Interdisciplinary explorations of cultural tourism with essays about tourism between globalization and authenticity township tourism in Soweto South Africa tourism in the culturally regenerated city the new tourism areas in London cultural routes in the footsteps of Goethe Humbert and Ulysses tourism in inland Spain indicators and qualitative observatories of heritage tourism ecotourism and religious tourism in the North of Portugal the festivalization of society the consequences of the European Capitals of Culture the economic impact of festivals the future of cultural tourism grounds for pessimism or optimism Review in Journal of cultural economics 32 2008 3 231 236 **Cultural Tourism and Tourism Cultures** Can-Seng Ooi, 2002 This book presents a comprehensive and dynamic understanding of cultural tourism It examines cultural mediators and how they help tourists appreciate foreign cultures It also shows how tourism experiences are strategically crafted by mediators The mediation process is complex and the various products are mediated differently A number of different products are investigated including destination brand identities living cultures and everyday life art and history **Cultural Heritage and Tourism** Dallen J. Timothy, 2011-08-03 One of the most salient forms of modern day tourism is based on the heritage of humankind The majority of all global travel entails some element of the cultural past as hundreds of millions of people visit cultural attractions heritage festivals and historic places each year The book delves into this vast form of tourism by providing a comprehensive examination of its issues current debates concepts and practices It looks at the social physical and economic impacts which cause destinations site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable accurate accessible and politically relevant In the process however the depth of heritage politics the authenticity and inauthenticity of place and experience and the urgent need to protect living and built cultures are exposed The book explores these and many other current issues surrounding the management of cultural resources for tourism In order to help students relate concepts to real world situations it combines theory and practice is student learning oriented is written accessibly for all readers and is empirically rich Sustainable Tourism II C. A. Brebbia, F. D. Pineda, 2006 Contributors from the tourist industry economics and environmental sciences consider issues raised by an increased desire of tourists to see nature and experience exotic cultures rather than visit famous ruins and cities and the growing acknowledgment that tourism degrades those very attractions Only the authors are indexed *European Journal of Tourism Research* , 2016-11-01 The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as management marketing sociology psychology geography political sciences mathematics statistics anthropology culture information technologies and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are

encouraged to submit their contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year The full text of the European Journal of Tourism Research is available in the following databases EBSCO Hospitality and Tourism CompleteCABI Leisure Recreation and TourismProQuest Research Library Individual articles can be rented via journal s page at DeepDyve The journal is indexed in Scopus and Thomson Reuters Emerging Sources Citation Index The editorial team welcomes your submissions to the European Journal of Tourism Research

Managing Quality in Tourism Tony Lenehan, Denis Harrington, 1998 This work addresses the growing interest in total quality management TQM within the hospitality industry It examines theories and developments in quality management and looks critically at the subject in an international context

Cultural Tourism Schvonne P. Wilmore, 2003

City Tourism & Culture World Tourism Organization, 2005 This study commissioned by the World Tourism Organization and the European Travel Commission focuses on city and city based cultural tourism which has become increasingly important for national city tourism organizations and institutions in Europe The study itself aims to increase knowledge on cultural city trips for the members of the ETC representing National Tourist Organizations in 33 European countries city tourist offices and WTO members The study offers a conceptual framework that can be used for marketing communication and product development purposes

Managing Heritage and Cultural Tourism Resources Dallen J. Timothy, 2007 Part of a three volume reference series which provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism heritage and culture This first volume deals primarily with issues of conservation interpretation impacts of tourism and the management of those impacts

Towards Quality Rural Tourism European Commission. Tourism Unit, 1999

Towards Quality Urban Tourism, 2000

Managing Urban Tourism Stephen Page, Colin Michael Hall, 2003 An holistic analysis of tourism as an urban phenomenon examining the challenge of developing harnessing and managing urban tourism The text develops concepts from outside tourism providing a basis for students to undertake research outside traditional confines

Tourism at World Heritage Cultural Sites ICOMOS International Committee on Cultural Tourism, 1993 El manual se centra en los lugares que son obra del hombre y que aportan el testimonio f sico de grandes acontecimientos hist ricos La obra tiene la finalidad de ayudar a los gestores de los lugares del patrimonio mundial a cumplir dos prop sitios conservar el lugar cuyo cuidado tienen encomendado y dar un acceso adecuado a todos los visitantes que el lugar pueda recibir

Tourism Congestion Management at Natural and

Cultural Sites World Tourism Organization, 2004 This guidebook contains practical guidance for effective congestion management practices at natural and cultural tourist sites drawing on a number of detailed case studies Congestion management practices are explained at different levels linking actions between demand destination and site management Sections cover types of tourism congestion and consequences key stakeholders involved and sustainable tourism development issues

Cultural Tourism and Local Communities World Tourism Organization, 2006 This report summarises the proceedings of an international conference held in Yogyakarta Indonesia in February 2006 which considered key issues relating to the promotion of sustainable cultural tourism projects which benefit local communities The contributions explore the role which cultural tourism can play in the socio economic development of local communities and in furthering poverty reduction strategies as well as discussing the need for involvement of local communities in planning and management processes

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