



Visitor Management

Myra Shackley

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'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 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.

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