



International Cultural Tourism

David Leslie, Marianna Sigala

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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, supply, product development and political changes).
- * Consumer behaviour, profiles and motivations of cultural tourists.
- * Environmental performance, management and wider issues of social and cultural sustainability.

Written by a team of contributors from Australia, Hong Kong, UK, US, Canada, Mexico, Portugal, South Africa and Finland, this text provides a thoroughly global insight into the issues and techniques involved in the successful management and marketing of cultural attractions.

- * An overview of the way in which cultural tourism resources and attractions are managed and marketed in a global context.
- * Analysis of the demand, profiles and motivation of tourists
- * An investigation of the transformational and dynamic impacts of new technologies on cultural resources and products
- * International contributor team provide case studies from first-hand experience and research

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