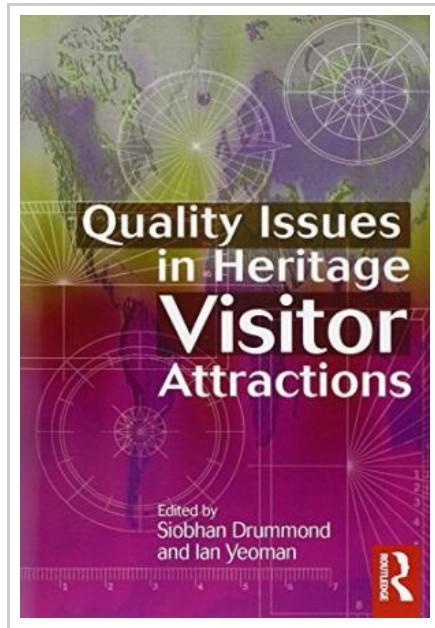




Quality Issues in Heritage Visitor Attractions

By Ian Yeoman

Routledge. Hardcover. Book Condition: New. Hardcover. 296 pages. Dimensions: 9.3in. x 6.4in. x 1.3in. Quality as a tool for success Covers a diverse range of quality issues and theories in the context of heritage attractions Well-respected international contributor team of academics and practitioners Heritage Tourism is the fastest growing component of the tourism market. Tourists have more choices than ever and their past experiences and future expectations make them even more discerning customers. A focus on quality can assist with customer satisfaction and business excellence. This new book on Quality issues brings together a range of specialists who lead us from the evolution of quality to our current position on the quality roadmap. It provides a toolkit to assist on the continuous quality improvement journey and presents a vision of what lies ahead in this new millennium. Quality Issues in Heritage Visitor Attractions will prove an invaluable guide for students and practitioners in the field s of Heritage, Visitor Attractions and Tourism in general. Divided into six sections this text presents a different flavour of quality by looking at aspects such as critical success factors for heritage organizations, methods of quality improvement, developing the concept and offering, quality tools for managers, managing...



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