

Cultural and historical attractions are some of the principal motives generating tourism trips and this has spurred the growth of a large heritage industry. However, the character and behaviour of such tourists and their social and economic impact on their destinations is as yet little understood. Richard Prentice presents a detailed analysis of heritage tourism by understanding the way the benefits gained from visits to attractions are consumed. This exploration into the nature of the heritage product calls into question the terminology used to define this aspect of the tourism industry, and Richard Prentice argues that it is all too easily regarded as a homogenous industry when in fact it covers diverse attractions which serve diverse tourism and leisure markets. A more sensitive approach to such questions as the promotion of these attractions, their retailing role, their sustainability and their educational impact is needed within the industry. In order to achieve this Richard Prentice shows that demands of tourists, their socio-economic background and the decision-making processes involved all have implications for the management and marketing of tourism.

A Mosque in Munich: Nazis, the CIA, and the Rise of the Muslim Brotherhood in the West, Managing Modernity: Work, Community, and Authority in Late-Industrializing Japan and Russia, Colonialismo: Websters Timeline History, 1929 - 2007, THE AGONY OF THE KEMALIST REPUBLIC AND THE RISE OF A FASCIST BROTHERHOOD, Geology of the Tertiary and Quaternary Periods in the North-West Part of Peru..., A View of South America and Mexico: Comprising Their History, the Political Condition, Geography, Agriculture, Commerce, &c. of the Republics of ... America and Chili, with a Complete History of,

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