



Quality Issues in Heritage Visitor Attractions

Ian Yeoman

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- * 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 fields 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 the quality workforce and the future.

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