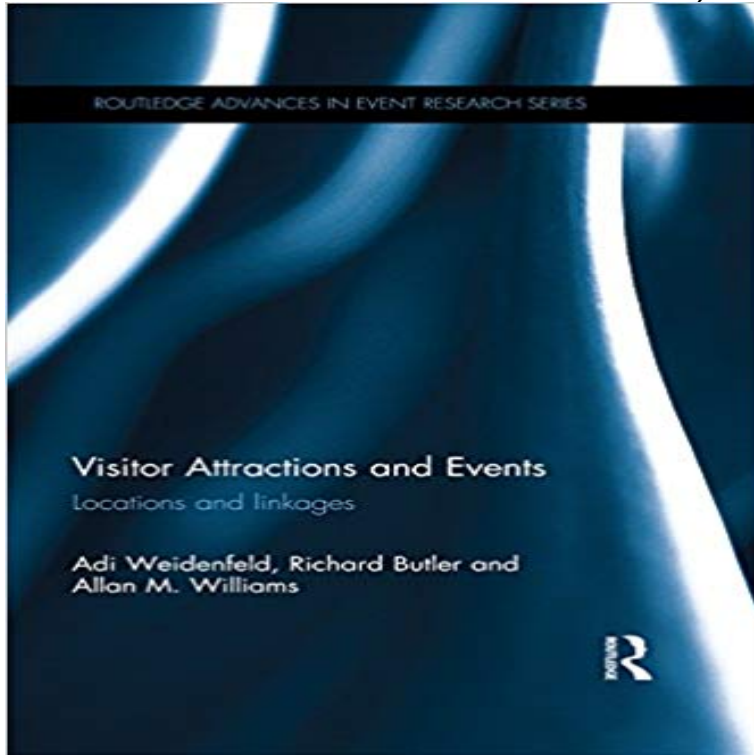


Visitor Attractions and Events: Locations and linkages (Routledge Advances in Event Research Series)



Both visitor attractions and events play pivotal roles in the appeal of tourism destination regions to visitors by virtue of being the main motivator of tourist trips and determining consumers choices. However, more recently visitor attractions have become more multifaceted, have proliferated and fragmented in terms of form, location, scale and style, and their role is undergoing major changes in a post-modern world as a result of consumer demands and competitive innovations. Visitor Attractions and Events for the first time theoretically and empirically explores the relations between events and attractions to offer new thinking of the role of space and place in shaping development, management practices and strategies in the sector as well as future implications. The book reveals how location is pivotal in the development, planning, and management of visitor attractions and events. Whereas the location of natural attractions is relatively fixed in space and their locations cannot be predetermined or relocated, human-made or contrived attractions are more influenced by the planning process in the context of the locational decision-making process. Competition and cooperation between visitor attractions and the aspects which shape these relations, including complementarities, compatibility, knowledge spill overs and diffusion of innovations, product similarities and spatial proximity remain largely ignored in the visitor attraction sector and thus are major elements in the focus of this book. Comparative examples ranging from small to major attractions in a wide variety of locations are included. This significant volume will appeal widely to all those interested in the visitor sector, such as tourism, events, leisure studies, destination management and sociology.

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