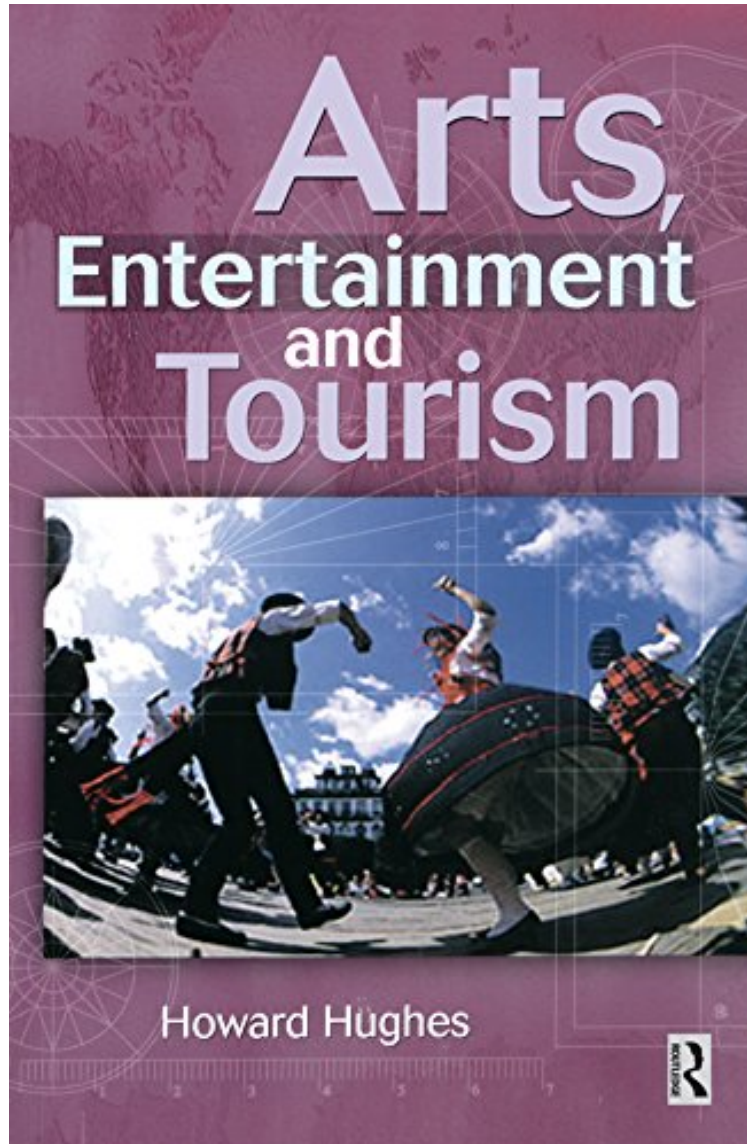


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Arts, Entertainment and Tourism

Howard Hughes

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Howard Hughes : Arts, Entertainment and Tourism before purchasing it in order to gage whether or not it would be worth my time, and all praised Arts, Entertainment and Tourism:

'Arts, Entertainment and Tourism' is a pioneering text that, by focusing on the consumer, investigates the relationship between these 3 industries and how this relationship can be developed to its best competitive advantage. Issue-led, this text draws on appropriate disciplines rather than using one single approach, to examine issues in arts and entertainment

within the framework of cultural tourism. Written to meet the needs of students studying on management courses in the arts, tourism and leisure, 'Arts, Entertainment and Tourism':

- * Describes the general arts and tourism background*
- Identifies a framework for analysis that acknowledges differing levels of interest in the arts and entertainment*
- Discusses the arts and entertainment that feature (past and present) in tourism *
- Examines the reasons why the arts, entertainment and tourism have an interest in each other and how they go about developing the relationship*
- Examines the relationship: are there tourists in audiences and do the arts and entertainment attract tourists to a destination?*
- Evaluates the wider effects (good and bad) on both the arts and tourism*
- Discusses the direction of future developments by arts and tourism organizations and for future research

"The author provides some useful and comprehensive definitions ... suitable for a range of both generalist and specialist undergraduate courses relating to tourism, arts or cultural tourism management." M. Smith - International Journal of Tourism Research, March-April 2002

The book works because the author addresses the challenges facing the cultural industries, including their meaning, as well as their wider economic and social effects..... This book gets the balance between the message (which is acceptable) and the content (which is relevant) absolutely 'spot on'. Students at most levels will find this book useful, as will managers who are willing to look beyond the balance sheet.

Professor Peter Burns, Tourism, Summer 2001

From the Publisher

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About the Author

Professor of Tourism Management, Manchester Metropolitan University.