

Countryside Recreation Site Management

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This important new vocational text for recreation and tourism management offers comprehensive guidance on the management of countryside sites of all types, from national parks and heritage coasts to bicycle paths and tourism enterprises. Driven by an innovative marketing approach to the subject, this book focuses on the development of each site as a 'product' to meet the needs of the leisure 'consumer'. It offers step-by-step guidance to every management issue, from developing infrastructure to on-site health and safety, and is richly supported with diagrams, photographs, case studies and web-links.

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