



## **Countryside Recreation Site Management: A Marketing Approach**

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Countryside recreation has become an increasingly popular leisure activity, with rural recreation offering an escape from the stresses of life in the modern city. Consequently, the pressures on managers of countryside recreation sites are greater than ever before. This important new vocational text offers comprehensive guidance on the management of countryside sites of all types, from national parks and heritage coasts to cycle paths and tourism enterprises.

The book takes an innovative marketing-driven approach to the subject, focusing 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. *Countryside Recreation Site Management* is an essential resource for ND, HND and degree students studying courses in Countryside Management, Countryside Recreation and Leisure and Tourism and useful for professionals with responsibility for the management of countryside recreation sites.

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