

Heritage Management Practices

View Online



Adie, Bailey Ashton, C. Michael Hall, and Girish Prayag. 'World Heritage as a Placebo Brand: A Comparative Analysis of Three Sites and Marketing Implications'. *Journal of Sustainable Tourism*, 8 August 2017, 1-17.

<https://doi.org/10.1080/09669582.2017.1359277>.

'AHI. BPG 12. Demystifying Evaluation.Pdf', n.d.

<http://eprints.bournemouth.ac.uk/24984/1/AHI.%20BPG%2012.%20Demystifying%20evaluation.pdf>.

'AIM Guide: Successful Retailing', n.d.

<https://www.aim-museums.co.uk/wp-content/uploads/2017/03/Successful-Retailing-2017.pdf>.

Ambrose, Tim, and Crispin Paine. *Museum Basics*. 4th ed. Abingdon, Oxon: Routledge, 2018.

'Aquarium Tanks Full of Naked People to Debut at Ironbridge - Birmingham Mail- IGMT Events', n.d.

<http://www.birminghammail.co.uk/news/local-news/aquarium-tanks-full-of-naked-people-230412>.

'Are Museums Too Preoccupied by Visitor Numbers? | Apollo Magazine', n.d.

<https://www.apollo-magazine.com/are-museums-too-preoccupied-by-visitor-numbers/>.

Black, Sue, and Stevyn Colgan. *Saving Bletchley Park*. London: Unbound, 2016.

'Case Studies | Crowdfunding for Culture', n.d.

<https://crowdfunding4culture.eu/case-studies>.

'Discover the Extraordinary Project Evaluation- 2014- Cornish Mining WHS', n.d.

https://www.cornishmining.org.uk/media/pdfs/WHS_DTE_Project_Summary_2014.pdf.

'Europa Nostra Publishes Learning Kits on Fundraising, Advocacy and Education for Heritage Organisations - Europa Nostra', n.d.

<http://www.europanostra.org/europa-nostra-publishes-learning-kits-fundraising-advocacy-education-heritage-organisations/>.

'Evaluating Evaluation November 2013.Pdf', n.d.

http://visitors.org.uk/wp-content/uploads/2004/01/EvaluatingEvaluation_November2013.pdf.

French, Ylva, and Sue Runyard. *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*. Abingdon: Routledge, 2011.

———. *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*. 1st ed. Abingdon, Oxon [U.K.]: Routledge, 2011.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=710110>.

'How Visitors Changed Our Museum | ArtsFwd', n.d.
<https://www.artsfwd.org/how-visitors-changed-our-museum/>.

'Italy Broadband Plan for Unesco World Heritage Sites - BBC News', n.d.
<http://www.bbc.co.uk/news/blogs-news-from-elsewhere-36903603>.

Janes, Robert R., and Richard Sandell, eds. *Museum Management and Marketing*. London: Routledge, 2007.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=356124>.

Janes, Robert R, and Richard Sandell. *Museum Management and Marketing*. Vol. Leicester readers in museum studies. London: Routledge, 2007.

Kotler, Philip. *Principles of Marketing*. Pearson Education, 2023.
<https://www.vlebooks.com/product/openreader?id=Birmingham&acclId=8832456&ip;isbn=9781292449333>.

Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. Sixteenth edition. Boston: Pearson, 2015.

'La Mothe-Chandeniers - the French Chateau Now with 7,400 Owners | World News | The Guardian', n.d.
<https://www.theguardian.com/world/2017/dec/05/la-mothe-chandeniers-the-french-chateau-now-with-7400-owners>.

Lang, Caroline, John Reeve, and Vicky Woollard. *The Responsive Museum: Working with Audiences in the Twenty-First Century*. Aldershot: Ashgate, 2006.

'Lessons from The Library #1: Cultural Organisations and Ecommerce - Chris Unitt', n.d.
http://www.chrisunitt.co.uk/2018/02/lessons-library-1-cultural-organisations-ecommerce/?utm_source=Cultural+Digital&utm_campaign=a4a182b236-culturaldigital109&utm_medium=email&utm_term=0_f5c318bb03-a4a182b236-115579737.

'Lottery Plaque Judged Too Tasteless for Church Porch', n.d.
<https://www.churchtimes.co.uk/articles/2017/17-february/news/uk/lottery-plaque-judged-to-o-tasteless-for-church-porch>.

'Mapping Museums: Preliminary Results on UK Museum Closure, 1960-2017 - Mapping Museums', n.d.
<http://blogs.bbk.ac.uk/mapping-museums/2018/02/23/museum-closure-pre-findings/>.

McLean, Fiona. *Marketing the Museum*. London: Routledge, 1997.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=166763>.

———. *Marketing the Museum*. Vol. Heritage : care-preservation-management series.

London: Routledge, 1997.

———. Marketing the Museum. London: Routledge, 1997.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=166763>.

———. Marketing the Museum. London: Routledge, 1997.

'MCN - YouTube - YouTubeMCN - YouTube', n.d.
<https://www.youtube.com/user/museumcn/videos>.

Misiura, Shashi. Heritage Marketing. Oxford: Elsevier Butterworth-Heinemann, 2006.
<https://www.sciencedirect.com/science/book/9780750663182>.

———. Heritage Marketing. Oxford: Elsevier, 2006.

'Museum in the UK Report 2017', 2017.
<http://www.museumsassociation.org/download?id=1219029>.

'Museums Are Hiding Their Imperial Pasts – Which Is Why My Tours Are Needed | Alice Procter | Opinion | The Guardian', n.d.
<https://www.theguardian.com/commentisfree/2018/apr/23/museums-imperialist-pasts-uncomfortable-art-tours-slavery-colonialism>.

'Museums in the Digital Age: Insights from Wellcome Collection | Europeana', n.d.
https://pro.europeana.eu/post/museums-in-the-digital-age-insights-from-wellcome-collection?utm_source=Cultural+Digital&utm_campaign=26ddb5e84-culturaldigital121&utm_medium=email&utm_term=0_f5c318bb03-26ddb5e84-115579737.

'Museums in the UK 2018 | Museums Association', n.d.
<https://www.museumsassociation.org/campaigns/museum-funding/museums-in-the-uk>.

'New AIM Hallmarks Publication - Preparing To Prosper - AIM - Association of Independent Museums', n.d.
<https://www.aim-museums.co.uk/new-aim-hallmarks-publication-preparing-prosper/>.

'New National Data Reveals the Economic Impact of Museums Is More than Double Previous Estimates', n.d.
<http://www.aam-us.org/about-us/media-room/new-national-data-reveals-the-economic-impact-of-museums-is-more-than-double-previous-estimates>.

'No App Required: Toward a Utilitarian Museum Mobile Experience', n.d.
<https://studio.carnegiemuseums.org/introducing-muse-20a6f11c7c35>.

'Our Research Reports on Museum Lates Are Here! | Museums at Night', n.d.
<http://museumsatnight.org.uk/festival-resources/news/our-research-reports-on-museum-lates-are-here/#.WnghEWe2o-k>.

'Outcomes | Cultural Heritage Counts For Europe', n.d.
<http://blogs.encatc.org/culturalheritagecountsforeurope/outcomes/>.

Parry, Ross. Museums in a Digital Age. Vol. Leicester readers in museum studies. London: Routledge, 2009.

Parry, Ross and ProQuest (Firm). Museums in a Digital Age. London: Routledge, 2010.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=1112414>.

'Preserving Historical Buildings: The Most Sustainable Thing Is Not to Build New Stuff | Guardian Sustainable Business | The Guardian', n.d.
<https://www.theguardian.com/sustainable-business/architecture-design-blog/2016/oct/13/preserving-historical-buildings-the-most-sustainable-thing-is-not-to-build-new-stuff>.

'Project Documents | DUKESFIELD - Smelters and Carriers Project', n.d.
<http://www.dukesfield.org.uk/the-project/project-documents/>.

'Rijksmuseum Covers Schiphol Airport Luggage Belt with Dutch Works of Art - MuseumNext', n.d.
<https://www.museumnext.com/2017/09/rijksmuseum-covers-schiphol-airport-luggage-belt-dutch-works-art/>.

'Roman Holiday: How Chester Became the Most Accessible City in Europe | Cities | The Guardian', n.d.
<https://www.theguardian.com/cities/2017/sep/20/chester-europes-most-accessible-city>.

Roppola, Tiina. Designing for the Museum Visitor Experience. 1st ed. Vol. 5. New York: Routledge Taylor & Francis Group, 2012.
<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=1143830>.

———. Designing for the Museum Visitor Experience. Vol. 5. New York, N.Y.: Routledge Taylor & Francis Group, 2014.

Samis, Peter S., and Mimi Michaelson. Creating the Visitor-Centered Museum. First edition. New York, NY: Routledge, 2017.
<http://ebookcentral.proquest.com/lib/bham/detail.action?docID=4767439>.

———. Creating the Visitor-Centered Museum. First edition. New York: Routledge, 2017.

'Selling off Paintings to Keep Admission Prices Low Ignores Museums' Mission - San Francisco Chronicle', n.d.
<https://www.sfchronicle.com/opinion/openforum/article/Selling-off-paintings-to-keep-admission-prices-12512949.php>.

'Star Wars/ Scelig Mhichil- Report to UNESCO on Film Production Activities Undertaken at the World Heritage Property in September 2015', n.d.
<http://www.chg.gov.ie/app/uploads/2015/10/sceilg-mhichil-world-heritage-site-filming-report.pdf>.

'Studio 144: Why Has Southampton Hidden Its £30m Culture Palace behind a Nando's? | Art and Design | The Guardian', n.d.
https://www.theguardian.com/artanddesign/2018/feb/22/studio-144-southampton-new-arts-venue?CMP=Share_iOSApp_Other.

'Taking a Gamble | Museums Association', n.d.
<https://www.museumsassociation.org/comment/policy-blog/12122017-taking-a-gamble>.

'Tatton Park Withdraws "sexist" Hats from Sale - BBC News', n.d.

<http://www.bbc.co.uk/news/uk-england-41092818>.

'The Economic Impact of Museums in England', 2015.

http://www.artscouncil.org.uk/sites/default/files/download-file/Economic_Impact_of_Museums_in_England_report.pdf.

The Responsive Museum [Electronic Resource]: Working with Audiences in the Twenty-First Century, 2006.

<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=429582>.

'Toolkits | Museum Creative', n.d. <http://creative-museum.net/toolkits/#strategy>.

'Top 10 Tips for HLF Funding from Tricolor Associates - Museums Heritage Advisor', n.d. <http://advisor.museumsandheritage.com/blogs/top-10-tips-hlf-funding-tricolor-associates/>.

'Tourist Tuesday: Kensington Palace - Cooking Is Messy', n.d.

<http://www.cookingismessy.com/2014/09/02/tourist-tuesday-kensington-palace/>.

'VIP Launch of CORE Digital Art Exhibition- IGMT Events', 17AD.

https://www.youtube.com/watch?v=_pjQ48A1Y6Q&feature=g-all-u.

'Visiting Hampton Court Palace Part 2 - The MayfairyThe Mayfairy', n.d.

<http://themayfairy.com/visiting-hampton-court-palace-part-2/>.

'Visitor Attraction Trends in England 2015'. Visit England. 2016, 2016.

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/annual_visitor_attractions_trends_in_england_2015.pdf.