

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 (2017): 1–17. Web.

'AHL BPG 12. Demystifying Evaluation.Pdf'. Web.
<<http://eprints.bournemouth.ac.uk/24984/1/AHL.%20BPG%2012.%20Demystifying%20evaluation.pdf>>.

'AIM Guide: Successful Retailing'. Web.
<<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. Print.

'Aquarium Tanks Full of Naked People to Debut at Ironbridge - Birmingham Mail- IGMT Events'. N.p., n.d. Web.
<<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.p., n.d. Web.
<<https://www.apollo-magazine.com/are-museums-too-preoccupied-by-visitor-numbers/>>.

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

'Case Studies | Crowdfunding for Culture'. N.p., n.d. Web.
<<https://crowdfunding4culture.eu/case-studies>>.

'Discover the Extraordinary Project Evaluation- 2014- Cornish Mining WHS'. Web.
<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.p., n.d. Web.
<<http://www.europanostra.org/europa-nostra-publishes-learning-kits-fundraising-advocacy-education-heritage-organisations/>>.

'Evaluating Evaluation November 2013.Pdf'. Web.
<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. Print.

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

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

'Italy Broadband Plan for Unesco World Heritage Sites - BBC News'. N.p., n.d. Web.
<<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. Web.
<<https://ebookcentral.proquest.com/lib/bham/detail.action?docID=356124>>.

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

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

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

'La Mothe-Chandeniers - the French Chateau Now with 7,400 Owners | World News | The Guardian'. N.p., n.d. Web.
<<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. Print.

'Lessons from The Library #1: Cultural Organisations and Ecommerce - Chris Unitt'. N.p., n.d. Web.
<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.p., n.d. Web.
<<https://www.churchtimes.co.uk/articles/2017/17-february/news/uk/lottery-plaque-judged-too-tasteless-for-church-porch>>.

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

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

---. Marketing the Museum. Heritage : care-preservation-management series. London: Routledge, 1997. Print.

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

---. Marketing the Museum. London: Routledge, 1997. Print.

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

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

---. Heritage Marketing. Oxford: Elsevier, 2006. Print.

'Museum in the UK Report 2017'. 2017. Web.
<<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.p., n.d. Web.
<<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.p., n.d. Web.
<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.p., n.d. Web.
<<https://www.museumsassociation.org/campaigns/museum-funding/museums-in-the-uk>>.

'New AIM Hallmarks Publication - Preparing To Prosper - AIM - Association of Independent Museums'. N.p., n.d. Web.
<<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.p., n.d. Web.
<<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.p., n.d. Web.
<<https://studio.carnegiemuseums.org/introducing-muse-20a6f11c7c35>>.

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

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

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

Parry, Ross and ProQuest (Firm). *Museums in a Digital Age*. London: Routledge, 2010. Web. <<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.p., n.d. Web. <<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.p., n.d. Web. <<http://www.dukesfield.org.uk/the-project/project-documents/>>.

'Rijksmuseum Covers Schiphol Airport Luggage Belt with Dutch Works of Art - MuseumNext'. N.p., n.d. Web. <<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.p., n.d. Web. <<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. Web. <<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. Print.

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

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

'Selling off Paintings to Keep Admission Prices Low Ignores Museums' Mission - San Francisco Chronicle'. N.p., n.d. Web. <<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.p., n.d. Web. <<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.p., n.d. Web. <https://www.theguardian.com/artanddesign/2018/feb/22/studio-144-southampton-new-arts-venue?CMP=Share_iOSApp_Other>.

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

'Tatton Park Withdraws "sexist" Hats from Sale - BBC News'. N.p., n.d. Web.
<<http://www.bbc.co.uk/news/uk-england-41092818>>.

'The Economic Impact of Museums in England'. 2015. Web.
<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. N.p., 2006. Web.
<<http://ebookcentral.proquest.com/lib/bham/detail.action?docID=429582>>.

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

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

'Tourist Tuesday: Kensington Palace - Cooking Is Messy'. N.p., n.d. Web.
<<http://www.cookingismessy.com/2014/09/02/tourist-tuesday-kensington-palace/>>.

'VIP Launch of CORE Digital Art Exhibition- IGMT Events'. 17AD. Web.
<https://www.youtube.com/watch?v=_pjQ48A1Y6Q&feature=g-all-u>.

'Visiting Hampton Court Palace Part 2 - The MayfairThe Mayfair'. N.p., n.d. Web.
<<http://themayfair.com/visiting-hampton-court-palace-part-2/>>.

'Visitor Attraction Trends in England 2015'. Visit England. 2016 2016. Web.
<https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/annual_visitor_attractions_trends_in_england_2015.pdf>.