

## Making Visitors Mindful Principles For Creating Sustainable Visitor Experiences Through Effective Communication Advances In Tourism Applications

In the new edition of the international bestseller Environmental Interpretation, Sam H. Ham captures what has changed in our understanding of interpretation during the past two decades. Ham draws on recent advances in communication research to unveil a fresh and invigorating perspective that will lead interpreters to new and insightful pathways for making a difference on purpose through their work.

This three volume reference series provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism, heritage and culture. The papers have been selected and introduced by Dallen Timothy, one of the leading international scholars in tourism research. The first volume 'Managing Heritage and Cultural Tourism Resources' deals primarily with issues of conservation, interpretation, impacts of tourism and the management of those impacts. Sold individually and as a set, this series will prove an essential reference work for scholars and students in geography, tourism and heritage studies, cultural studies and beyond.

In today's highly competitive and global economy, understanding tourist behavior is imperative to success. Tourist behavior has become a cornerstone of any marketing strategy and action. Choosing, buying and consuming tourism/travel products and services includes a range of psycho-social processes and a number of personal and environmental influences that researchers and managers should take into account. This book provides an overview of such processes and influences and explains the basic concepts and theories that underlie tourist decision-making and behavior. It also incorporates a number of cases studies in order to aid readers to better appraise the application of those concepts and theories. The Handbook of Tourist Behavior will be of significant interest to researchers and students in tourism, leisure, marketing and psychology, and also to practitioners in the tourism industry.

Visitor attractions represent a complex sector of the tourism industry and are the catalytic focus for the development of tourism infrastructure and services. As this area grows, there are still many questions to be answered and issues to be understood – such as what visitor attractions actually are, what forces drive their development, who visits them and why, how they are funded, and what the numerous day-to-day challenges are in respect of their management and marketing. The second edition of this successful text investigates these issues further and provides more solutions and suggestions for the present and future. Now in its 2nd edition, Managing Visitor Attractions: New Directions has been fully revised and updated to include new case studies on attractions in Singapore, seasonal variation, religion-based attractions, HRM issues and heritage tourism. It also includes five new chapters looking at attraction success and failure, interpretation, school excursions, managing gardens and brand management. Divided into five parts, the book tackles the following core topics:
• the role and nature of visitor attractions
• the development of visitor attraction provision
• the management of visitor attractions
• the marketing of visitor attractions
• future issues and trends
With contributions from around the world, this is an essential text for undergraduate and postgraduate students of visitor attraction management, written by subject specialists with a wealth of experience in this field.

Tourism Studies and the Social Sciences

Critical Debates in Tourism

Cultural Attractions and European Tourism

Tourist Behaviour and the Contemporary World

Principles for Creating Quality Sustainable Visitor Experiences Through Effective Communication

Visitor Experience Design

*This book is the first to explore Arabic tourism from a business viewpoint, rather than taking a sociological, anthropological or political stance. It focuses on business planning, management and marketing destinations in the Arab World, which are topics crucial for industry stakeholders and which have previously been neglected in the tourism literature. The book examines similarities and differences in the emergence and development of the tourism industry in countries across the Arab world as well as its inbound and outbound travel flows. It analyses several different aspects of Arabic tourism including tourism policy, organisation and planning, tourism product development, destination marketing and consumer behaviour. This volume will be of interest to postgraduate students and researchers of tourism studies, business and Middle Eastern studies.*

*Making Visitors Mindful sets out a series of principles to assist in communicating with visitors. These principles are applicable to a broad range of tourism and recreation settings and are based on a theory of how people deal with, learn, and use new information. This mindfulness/mindlessness model of human information processing has been tested and used in a range of business, educational, medical, and other social problems. Making Visitors Mindful offers: Principles and examples relevant and applicable to a broad range of tourism and recreation settings; directions for planning, design, and management of educational programs and other visitor communications services that are based on a large body of applied and relevant research evidence; and a theory which is easily assessable to managers and that can be used to generate ideas for communications with visitors in many different places.*

*This volume continues the tradition established by Nash in The Study of Tourism Anthropological and Sociological Beginnings (2005) previously published in this series. A significant number of the founding scholars whose work has defined and provided a platform for psychology and marketing studies in tourism contribute their reflective accounts on their initial work. They also locate the initial work they conducted within the milieu in which it was created and link the early work to contemporary concerns both of their own undertaking and more broadly. This is the only publication to collate views on the development of tourism study by all these historically important tourism scholars and provides a unique insight into how the context in which tourism scholars' work influences the studies they undertake. From the renowned Tourism Social Science Series it systematically and cumulatively contributes to the formation, embodiment, and advancement of knowledge in the field of tourism. A valuable piece of tourism literature for all in the areas of advanced marketing and applied psychology, philosophy of education, social science analysis, tourism marketing research and management.*

*Examines 9 international cases under the sections of Managing Heritage Sites, World Heritage Sites, and Heritage Tourism. Cases include: A Viking Case Study, Ethnic Enclaves: Singapore's Little India, Managing Religious Heritage Attractions: The Case of Jerusalem, , Edinburgh WHS, Indigenous Tourism and Heritage: A Maori Case Study and more.*

*The Profession*

*The Routledge Companion to Design Research*

*Theory & Practice*

*Guadalupe Mountains National Park, Texas*

*Tourism in the Arab World*

*International Handbook on Ecotourism*

How can museums capture visitors' attention? And how can their attention be sustained? In this important volume, leading visitor researcher and educational psychologist Stephen Bitgood proposes a model—the attention-value model—that will help museum practitioners create more effective museum environments. A major advance beyond earlier efforts, the attention-value model shows how both personal and exhibit design variables influence the capture, focus, and engagement of attention. Bitgood also offers extensive background in the visitor attention literature, details of his extensive testing of the attention-value tool, and guidelines for its application. Balancing theory, research, and practical application, Attention and Value is a must-read for exhibition developers at all levels—from students to seasoned practitioners.

This book focuses on ethnic and minority communities in urban contexts and the ways in which their cultures are represented in tourism development. It offers a multi-disciplinary approach which draws on examples and case studies of ethnic and minority communities and cultural tourism development from all around the world, including slums in India, favelas in Brazil, Chinatowns in Australia, Jewish quarters in Central and Eastern Europe, ethnic villages in China, the African district of Brussels, the gay quarter in Cape Town and a desert town in Israel. It offers a positive perspective on ethnic and minority cultures and communities at a time when social and political support is lacking in many countries. This book will be a useful resource for those studying and researching cultural and urban tourism, urban planning and development, community studies and urban and cultural geography.

The Asia Pacific region's enormous diversity of living cultures and preserved heritage sites has significant appeal to many tourists. However tourism has grown so rapidly that many issues associated with the incorporation of cultural and heritage experiences in tourist itineraries (such as authenticity verses commodification, exploitation of national cultures, impacts on local communities, and the management of heritage resources) have not been adequately addressed and must be debated. This revealing book reviews recent developments in cultural and heritage tourism in the Asia Pacific region and provides a discussion on how communities have faced and overcome significant challenges to develop and market their culture and heritage resources. A range of models and case studies are used to deepen the reader's understanding of heritage and cultural issues, to illustrate many of the more controversial issues, and to examine new evaluative, and planning tools. This book is a special issue of the Asia Pacific Journal of Tourism Research.

The movement of Asian citizens across continents now occurs on an unprecedented scale. What are the interests of Asian tourists and what are the impacts on host communities? This book addresses questions about Asian tourist contact with unfamiliar countries and cultures and the implications for the marketing, planning and policy of tourist markets.

Managing Tourist Health and Safety in the New Millennium

Tourism and Monarchy in Southeast Asia

Attention and Value

Tourism: The Key Concepts

Critical Essays, Volume One

Designing for the Museum Visitor Experience

The book is a landmark volume which examines perplexing tourism debates such as the relevance of mass tourism, climate change, authenticity, tourism and poverty and slow tourism. Multidisciplinary in content, it covers applied aspects of sociology, anthropology, humanities and biosciences. The book is unique in its presentation and style for scholars, academics and practitioners.

Although there has been an increasing interest in rural tourism in terms of research, training and teaching in recent years, its conceptualization and the relationships between concept and strategy are still poorly represented and not well understood. The need for such a critical understanding is particularly crucial as rural areas experience key element of development and regeneration. This volume provides an interdisciplinary approach to new directions in rural tourism, drawing on the latest conceptual thinking and evolving strategic roles. It brings together case study exemplification from the UK, Denmark, Norway, Austria, Spain, Slovenia, Poland, New Zealand and the Caribbean to explore sustainability and niche marketing. The book thus provides accessible material drawn from a range of environmental and cultural contexts and focuses attention on the nature and interrelationships between local and global issues in rural tourism and development.

This book explores solutions to the problems of inconsistency and even exploitation of the term ecotourism through examples, case studies, and a discussion of quality control and certification. The first part of the book (chapters 2-8) moves the reader through the spectrum of quality assurance tools, from what are perceived to be the less formal and codes of conduct) to more formal, credible and effective methods (certification and accreditation), with a brief foray into using indicators to measure and monitor effectiveness. The second part (chapters 9-23) looks at a range of ecotourism stakeholders' perspectives, with an emphasis in one way or another on various industry certification schemes. It explores the challenges and issues for quality in ecotourism. The book has a glossary and a subject index.

This volume seeks to review and stimulate interest in a number of emerging and fresh topics in contemporary tourist behaviour and experience. Topics explored include the effects of newer technologies on tourists? behaviour and experience, tourists? experience of scams, safety and personal responsibility, individual perspectives on sustainable tourism, personal growth, relationships and altruism.

Interpretation

Mining Heritage and Tourism

A Global Synthesis

Quality Assurance and Certification in Ecotourism

Managing Heritage and Cultural Tourism Resources

Keys to Understanding Museum Visitors

China has witnessed a dramatic development of tourism in urban context in the past thirty years, especially with its success in hosting the Beijing Olympic Games in 2008 and the Shanghai World Exposition in 2010. Urban areas as tourism destination are receiving increasingly more popularity than traditional destinations such as national parks, natural reserves, and historical relics. Deriving largely from a special issue on "Urban Tourism Development and City Destination Marketing" (Journal of China Tourism Research), Urban Tourism in China presents the readers with a collection of nine independent research reports examining issues such as consumer behaviour in urban destinations, the social impact of tourism, destination image, leisure, regional collaboration, and heritage tourism in ancient towns. The investigations covered urban areas of different scales and diversified nature from major metropolises such as Beijing, and Guangzhou, to ancient towns like Lijiang and Pingyao. Readers who have interests of tourism research, business development, and in-depth understanding of urban life in China may find the book informative and interesting. This book was published as a special issue of the Journal of China Tourism Research.

This case study is part of the Contemporary Cases Online series. The series provides critical case studies that are original, flexible, challenging, controversial and research-informed, driven by the needs of teaching and learning.

A lack of entrepreneurial capacity, limited understanding of tourism markets and a lack of community understanding of tourism and its impacts have been identified as barriers to effective tourism development in peripheral regions. This book provides an analysis of this issue within tourism development practice.

The Routledge Companion to Design Research offers a comprehensive examination of design research, celebrating the plurality of design research and the wide range of conceptual, methodological, technological and theoretical approaches evident in contemporary design research. This volume comprises 39 original and high quality design research chapters from contributors around the world, with offerings from the vast array of disciplines in and around modern design praxis, including areas such as industrial and product design, visual communication, interaction design, fashion design, service design, engineering and architecture. The Companion is divided into five distinct sections with chapters that examine the nature and process of design research, the purpose of design research, and how one might embark on design research. They also explore how leading design researchers conduct their design research through formulating and asking questions in novel ways, and the creative methods and tools they use to collect and analyse data. The Companion also includes a number of case studies that illustrate how one might best communicate and disseminate design research through contributions that offer techniques for writing and publicising research. The Routledge Companion to Design Research will have wide appeal to researchers and educators in design and design-related disciplines such as engineering, business, marketing, computing, and will make an invaluable contribution to state-of-the-art design research at postgraduate, doctoral, and post-doctoral levels and teaching across a wide range of different disciplines.

The Management of Tourism

Recreation and Parks

Draft General Management Plan/environmental Impact Statement

Visitor Management in Tourist Destinations

Making Visitors Mindful: Principles for Creating Sustainable Visitor Experiences Through Effective Communication

Managing Megalithic Monuments: A Comparative Study of Interpretation Provision at Stonehenge and Avebury

China is forecast to be the primary tourist destination and tourist-generating country by 2020. However, much of the writing on tourism in China has come from people within the English academic world who are not involved in the issues related to Chinese tourism development. This book provides a voice to Chinese mainland academic researchers and examines the nature of tourism research and tourism development in China. Contributors, many of whom are based in China and are immersed in the daily issues of teaching, researching and planning tourism development within China, discuss issues related to resource use, destination image and community participation with case studies that combine conceptual frameworks and practical issues. This authoritative text on tourism in China will be of interest to scholars and students of tourism throughout the world.

Tourism: The Key Concepts offers a comprehensive collection of the most frequently used and studied concepts in the subject of tourism. Within the text key terms, concepts, typologies and frameworks are examined in the context of the broader social sciences, blending together theory and practice to explore the scope of the subject. Terms covered include: Ethical Tourism LGBT Tourism Hospitality Mobility Authenticity Quality Management Destination Management Geographies of Tourism Planning Sociology in Tourism Society and Culture Tourism Strategy Each entry contextualises, defines and debates the concept discussed, providing an excellent starting point for those studying tourism for the first time, and a quick reference for those who are more experienced. With case studies, examples and further reading throughout, this text will be invaluable for all undergraduate and postgraduate tourism students.

Museum and other non-profit professionals have begun to realize that the complete visitor experience is the key to repeat attendance, successful fundraising, and building audience loyalty. Taking lessons learned by successful experience-shapers in the for-profit world, Stephanie Weaver distills this knowledge for museums and other organizations which depend on visitor satisfaction for success. Is your institution welcoming? Are the bathrooms clean? Does the staff communicate well? Are there enough places to sit? These practical matters may mean more to creating a loyal following than any exhibit or program the institution develops. Weaver breaks the visitor experience down to 8 steps and provides practical guidance to museums and related institutions on how to create optimal visitor experiences for each of them. In a workshop-like format, she uses multiple examples, exercises, and resource links to walk the reader through the process.

Visitor management may be considered as a component of destination management at all levels of a destination. It involves a wide range of stakeholders. This book demonstrates current knowledge on visitor management. Visitor Management in Tourism Destinations provides insight into critical concepts such as the visitor experience, service

**quality, the uses of indicators and frameworks, and interpretation. It also addresses current issues including the social and political dimensions of visitor management, the implementation of monitoring, vandalism and augmented reality. Authored by leading international researchers in the field of visitor management research, this book is primarily aimed at researchers and postgraduate students.**

**Ethnic and Minority Cultures As Tourist Attractions  
Building Community Capacity for Tourism Development  
Managing Visitor Attractions**

**Contemporary Cases in Heritage Tourism  
The Journal of Tourism Studies**

**Handbook of Tourist Behavior**

Exhibition environments are enticingly complex spaces: as facilitators of experience; as free-choice learning contexts; as theaters of drama; as encyclopedic warehouses of cultural and natural heritage; as two-, three- and four-dimensional storytellers; as sites for self-actualizing leisure activity. But how much do we really know about the moment-by-moment transactions that comprise the intricate experiences of visitors? To strengthen the disciplinary knowledge base supporting exhibition design, we must understand more about what 'goes on' as people engage with the multifaceted communication environments that are contemporary exhibition spaces. The in-depth, visitor-centered research underlying this book offers nuanced understandings of the interface between visitors and exhibition environments. Analysis of visitors' meaning-making accounts shows that the visitor experience is contingent upon four processes: framing, resonating, channeling, and broadening. These processes are distinct, yet mutually influencing. Together they offer an evidence-based conceptual framework for understanding visitors in exhibition spaces. Museum educators, designers, interpreters, curators, researchers, and evaluators will find this framework of value in both daily practice and future planning. Designing for the Museum Visitor Experience provides museum professionals and academics with a fresh vocabulary for understanding what goes on as visitors wander around exhibitions.

The aim of this book is to enhance theoretical and practical understanding of quality management in tourism and hospitality. It provides a benchmark of current knowledge, and examines the range of research methods being applied to further develop tourism and hospitality service management research. It is hoped that this book will stimulate new research questions by highlighting tensions and challenges in the area.

Roy and Jan have assembled a timely snapshot of our current understanding of ecotourism, both as a concept worthy of scientific inquiry and as an increasingly significant segment of global commerce and industry. A terrific piece of work! Sam Ham, University of Idaho, US In the 30 or so year since it became established in the tourism literature and in tourism practice, ecotourism has attracted as many proponents as opponents. This Handbook now brings together some of the leading scholars worldwide in this field, to explore the current position of this form of tourism. In doing so, it offers serious critiques, it explores meanings and paradoxes, it offers best practices and it looks to the future. It is the Handbook for one of tourism's fastest growing and controversial sectors. David Airey, University of Surrey, UK This is a most welcome and needed book. With a very strong editorial team and contributing authors, the Handbook covers all the key issues of ecotourism. It cuts through the confusion surrounding the much-misunderstood concept of ecotourism, clearly dealing with definitions, concepts and research issues. The Handbook is particularly welcome for its focus on the visitor experience, a strength of the editors, and for clearly linking the theory of ecotourism with practice in the field. Christopher Cooper, Oxford Brookes University, UK This Handbook brings together contributions from over forty international experts in the field of ecotourism. It provides a critical review and discussion of current issues and concepts it challenges readers to consider the boundaries of what ecotourism is, and could be. The Handbook provides practical information regarding the business of ecotourism; insights into ecotourist behaviour and visitor experiences; and reflections on the practice of ecotourism in a range of different contexts. The Handbook is designed to be a valuable reference book for tourism scholars and researchers.

Managing Tourist Health is a seminal study which combines a range of state of the art reviews of the issues facing tourism managers and professionals in the fast growing area of tourist health and safety. An international range of contributors, each a specialist in their chosen field, have written papers for this book to explain many of the complex issues affecting tourists, the tourism industry and governments in ensuring tourism is viewed as a safe and enjoyable experience for all. The contributors have a wealth of interdisciplinary experience ranging from medicine, law, tourism research, safety science, ergonomics, management, consultancy among other cognate areas of study. Future research directions are examined in many of the chapters together with current state of the art knowledge in relation to key studies. The editors have worked in this area of research since the late 1980s and have accumulated a wide range of academic, professional and consultancy experience for governments and the private sector. The book extends this understanding through a multi-disciplinary perspective combining some of the leading researchers who have published in this area since the emergence of tourist health as a legitimate area of study in the 1970s.

Tourist Behaviour

Themes and Conceptual Schemes

Tourism and Humour

An Industry Perspective

Creating Great Visitor Experiences

Making Visitors Mindful

**This book reviews the cultural tourism market in Europe from a survey carried out in 1997. It analyzes the way in which cultural attractions are produced for, and used by, cultural tourists and how such cultural attractions as museums, art galleries, monuments and heritage attractions are marketed.**

**This book is dedicated to the advancement of knowledge about humour in all kinds of tourism settings. It discusses the many ways in which humour can occur during tourism exchanges including guided tours, tourism marketing and promotion and travel narratives. Other themes include the role of humour in enhancing the tourist experience, the benefits of tourism humour, considerations of when humour may appear inappropriate in tourism settings and the development of tourism humour theory. The work includes much original material collected by the authors. The book will be of interest to undergraduate and postgraduate students, researchers of tourism as well as humour scholars from other disciplines.**

**Most discussion of visitor experiences uses a behavioural or managerial approach where the way the visitor thinks is ignored - it's a black box. Visitor Experience Design is the first book of its kind to examine best practice in creating and delivering exciting and memorable travel and visitation experiences from a cognitive psychological perspective - it opens the black box. The chapters draw on recent findings from cognitive psychology, cognitive science and neuroscience to provide a basis for a better understanding of the antecedents of a memorable experience. Tourism, hospitality and event managers seek to provide WOW experiences to their visitors through better design and management. This book encourages the discussion of different facets of experience design such as emotions, attentions, sensations, learning, the process of co-creation and experiential stimuli design. It will be of interest to tourism researchers and postgraduate students studying tourism management, marketing and product design.**

**Based upon a social science approach to understanding the significance of tourism in contemporary society, Andrew Holden's fascinating book highlights tourism as a multidisciplinary area of study with rich and varied theoretical underpinnings. Here, Holden introduces social science disciplines and applies relevant theories to the understanding of tourism. He investigates how the economic and political structures of society influence the manifestation of tourism at a global level, and subsequently considers a variety of topical issues including citizenship and social exclusion, tourism as a form of trade, consumerism, the consequences of tourism, and feminism and ethics. Each chapter includes: a brief introductory summary of the discipline a critique of its main theories and concepts which have relevance to tourism a discussion of how the theories and concepts have been applied to tourism using cases and examples international case studies and examples. Punctuated with study and teaching aids, chapter summaries and 'think points' to encourage reflection, this excellent, broad-ranging textbook provides a wider understanding of tourism's role in society.**

**New Directions in Rural Tourism**

**Destination, Cultures and Communities**

**Theory and International Applications**

**The Study of Tourism**

**Tourism in China**

**A Guide for Museums, Parks, Zoos, Gardens & Libraries**

Gaining an understanding of the recreation and parks profession is crucial to success in the field and to effective leadership within the field. Recreation and Parks: The Profession is a one-of-a-kind resource that delineates the components that make this complex field a profession. Written by well-known recreation authority Betty van der Smissen, this book: defines the marks of the recreation and parks profession and identifies the steps involved in becoming a professional in the field; profiles 62 professional organizations within the profession; outlines a comparative history of 15 categories of the recreation and parks field in the United States and Canada; and presents a classic-to-contemporary bibliography of resources that showcases an inclusive body of knowledge on the profession. Part I describes recreation and parks as a profession and provides students with steps to lay a solid foundation to become a professional. Part II grounds readers with a comparative historical overview of the recreation and parks field from the 1500s to the present day. The author divides the field into 15 categories and offers suggestions on how to use the time line. Part III profiles 62 professional organizations. Each profile includes the organization's mission, goals, structure, history, publications, services, and professional credentialing information. In addition, it lists the organization's Web sites, contact information, and other vital information that students use in completing course work, in applying for internships, and in researching various aspects of the profession. Part IV contains a bibliography of selected resources on recreation and parks, from classic to the present. Recreation and Parks: The Profession is a unique resource for students, professors, and professionals in recreation and parks. The text brings together the important aspects of the field as a profession.

Monarchies around the world play a significant role in tourism development and the tourist experience. Debates about the level of finance required to support monarchies often refer to the positive tourist attraction provided by royal pageantry, palaces, temples and churches, architecture, museum collections, and historical legacies. Up to now, the literature on tourism and monarchy has been primarily devoted to the history and experiences of Western Europe, particularly the United Kingdom. There has been little attention devoted to the relationship between monarchy and tourism development in Southeast Asia, and this is the first collection of essays to address this neglected field of study. The need to shift the focus from European to Asian royalty is important not only to begin to fill gaps in the literature on monarchy and tourism outside Europe, but also to avoid the increasing criticism of tourism studies that its major perspectives, orientations and paradigms have been based on an overly Eurocentric preoccupation. Case studies are taken from Thailand, Laos, Myanmar, Vietnam, Malaysia, Indonesia, Brunei Darussalam and Singapore.

Many former mining areas have now lost their industrial function and are now turning to tourism for regional revitalization and community economic development. The transformation process of these industrial, and in some cases derelict, mining sites and landscapes into an area of interest for tourists is a major challenge both for planners and for tourism managers. It involves complex consideration to both the preservation of the physical site and community mining heritages as well as the health, safety and environmental factors inherent in opening these vast sites to the public.

Mining Heritage and Tourism includes contributions from internationally recognized authorities and is the first book to focus on the issues, challenges and potentials in redeveloping mines as cultural heritage attractions which are explored thematically throughout the book. It draws on multidisciplinary research to consider the dichotomy between heritage preservation and tourist development goals for mining heritage sites as well as to explore the practical challenges of developing these sites. These themes are illustrated by case studies from a vast range of geographical locations around the globe to offer operational insights into the planning and management of these sites for both heritage and tourism purposes, as well as innovative site management techniques. There has never before been a more comprehensive book on mining heritage tourism representing the latest developments in strategy, policy and practices. This book serves as an invaluable guide for students, researchers, academics and practitioners in the areas of Tourism and Heritage Management.

Tourism is an inherently social phenomenon. Tourists travel with others and experience places and cultures through interacting with both familiar and unfamiliar others. This volume presents a thorough tour of the social psychological processes which underpin contemporary travel. The fascinating phenomenon of tourist behaviour deals with topics such as motivation, destination choice, travellers' on site experiences, satisfaction and learning. This book uses an array of developing and recently constructed conceptual frameworks to both synthesise what is established, and to create new insights and directions for further analysis and, ultimately, management action.

Foundations from Psychology

Managing Tourism and Hospitality Services

Urban Tourism in China

The World Meets Asian Tourists

Cultural and Heritage Tourism in Asia and the Pacific

Making a Difference on Purpose

***This text provides detailed coverage of the breadth of issues involved in the management of tourism businesses. It explains and supports fundamental business management aspects whilst examining specific techniques required for the successful management of a variety of tourism businesses.***