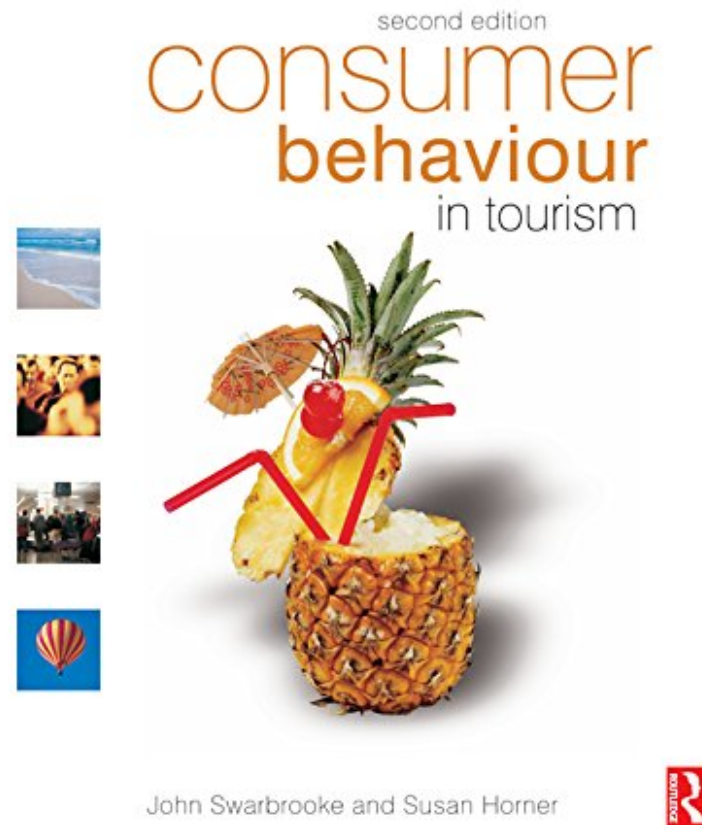


Consumer Behaviour in Tourism

John Swarbrooke, Susan Horner
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Consumer Behaviour in Tourism takes a broad view of tourism and looks at consumer behaviour in a number of sectors including: * tour operation * tourist destinations * hospitality * visitor attractions * retail travel * transport. Now fully revised and updated, the second edition of this bestselling text looks provides an international perspective on consumer behaviour in tourism through the use of numerous examples and case studies drawn from a range of different regions of the world; an exploration of national differences in consumer culture; the dissemination of research findings and concepts from a number of different regions of the world. This second edition includes new chapters on ecotourists, destination image and choice, terrorism and the tourism market, the internet and tourist behaviour and the rise of the no frills markets. It also includes new material on health concerns and government travel advice, events and festivals, business travel, national and cultural differences and more. Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. Cases include: Las Vegas, Nevada, USA; Currency exchange rates as a determinant of tourist behaviour; The adventure tourism market in the USA and New Zealand; The Chinese tourism market; The Islamic tourism market; The impact of terrorism on tourist behaviour; The health tourism market including cosmetic surgery tourism; The UK outbound market; The international conference market; Travellers experience websites; The international theme park market; The festivals and events market around the world 'Dark' tourism

"If you are looking for a book about marketing in Tourism industry, it is a book that you must put into your cart!" Customer review on .com About the Author Principal Lecturer in Tourism and Hospitality, Sheffield Hallam University. Susan is a specialist in applied consumer behaviour and marketing. She is the author of a wide range of books, articles, papers and distance learning materials with a particular focus on the tourism and hospitality sectors. Susan has also developed a particular interest and expertise in the writing and use of case studies for innovative teaching and learning experiences. Head of Tourism and Hospitality, Sheffield Hallam University and Professeur Visitant at IMHI Paris. John is the author of seven books on tourism and has been a keynote speaker at major international conferences in many countries including the UK, Russia, Greece, Indonesia, Portugal, Turkey, Sri Lanka and Brazil. He is also Chair of ATLAS, the association of universities involved in Tourism Education and research.