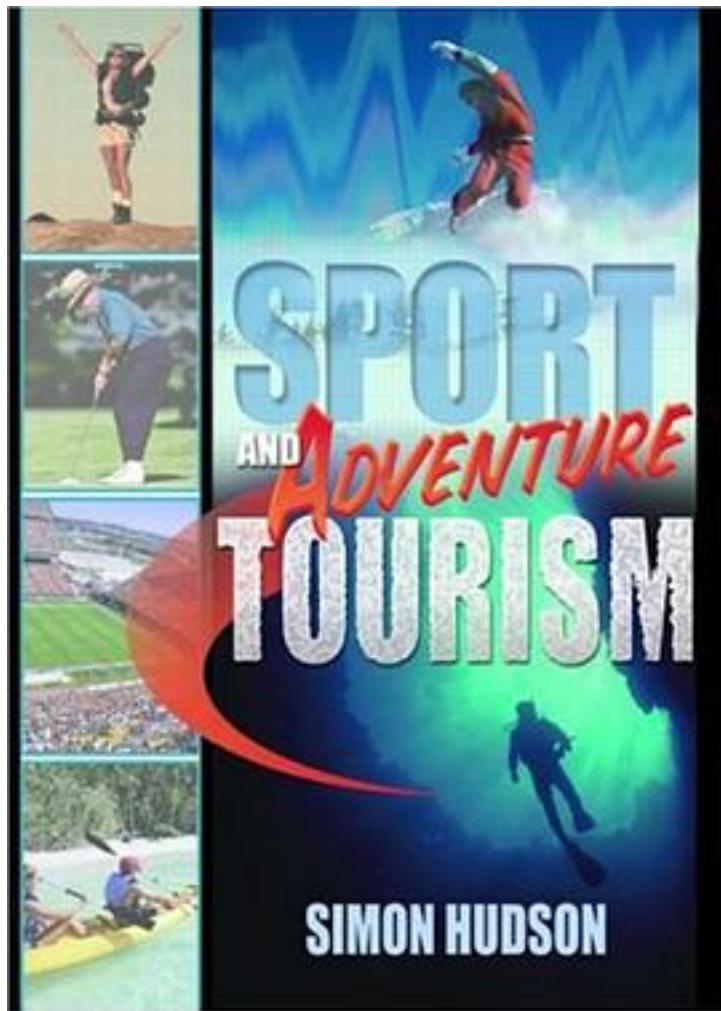


Sport and Adventure Tourism



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Discover the secrets to success in sport-related tourism and adventure travel! This

essential handbook of sport-related travel provides an in-depth look at an international industry growing by leaps and bounds. Sport and Adventure Tourism serves as a unique reference resource for sports and tourism professionals, educators and students, presenting an invaluable overview of a niche market that's rapidly outgrowing its niche. Covering every aspect of sport tourism from historical, economic, and sport-specific starting points, the book features thoughtful and incisive commentary from the foremost experts in the field. Presented in a concise, easy-to-read format, Sport and Adventure Tourism provides an unrivaled orientation to all facets of sport-related tourism and leisure management. Sports travel (both participatory and spectatorial) and adventure tourism are examined in terms of size and growth of the market, marketing and management strategies, and future prospects. The book includes international, up-to-date case studies, links to relevant Websites and an extensive roster of references. Sport and Adventure Tourism examines all aspects of sport-related tourism, including: planning, developing, and marketing an event skiing and snowboarding boating, sailing, and fishing the "phenomenon" of golf tourism mountain-based adventure tourism the growing spa industry virtual sports tourism-an alternative to travelThis one-of-a-kind primer presents an informative study of sports, leisure, and adventure travel, covering everything from golf tourism to heli-skiing to sports event and spa tourism. A handbook for professionals, a textbook for academics, and a highly readable introduction for anyone interested in sport-related travel, Sport and Adventure Tourism is an essential guide for anyone who takes a not-so-leisurely approach to leisure time.

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