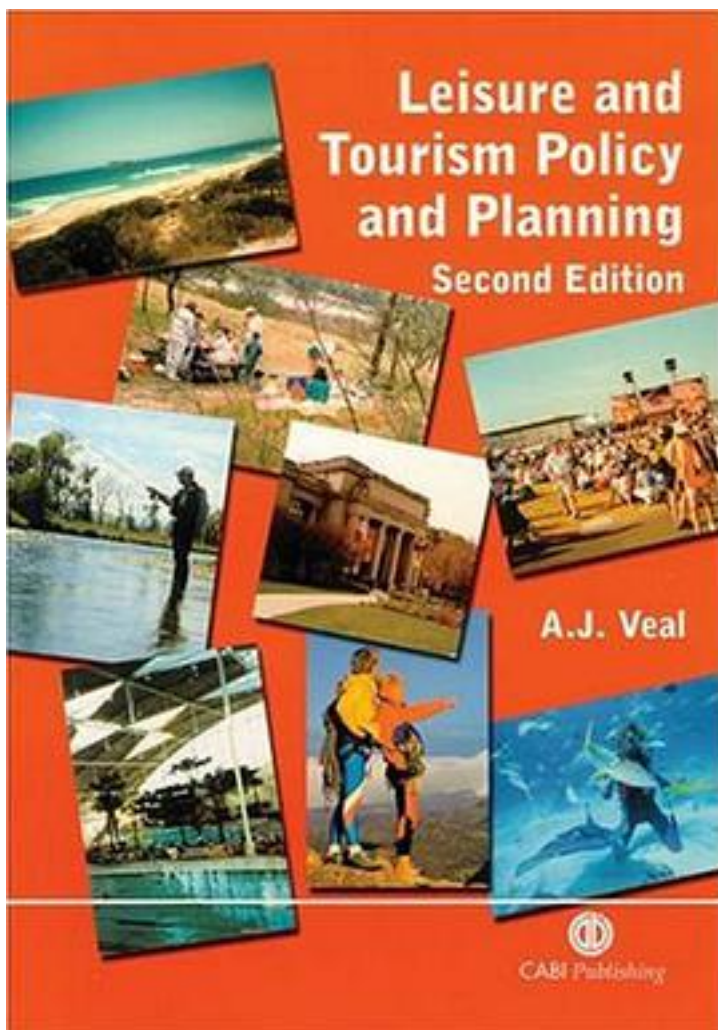


Leisure and Tourism Policy and Planning



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The aim of this book is to provide a comprehensive, multidisciplinary introduction to

public policy and planning in the broad field of leisure and tourism. It includes theoretical perspectives and practical guidelines for the applicaiton of a range of analytical techniques, encompassing planning methods, demand forecasting, cost-benefit analysis and performance appraisal. It is an updated edition of "Leisure Policy and Planning" (Longman, 1994), which has now been expanded to cover tourism as well.

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