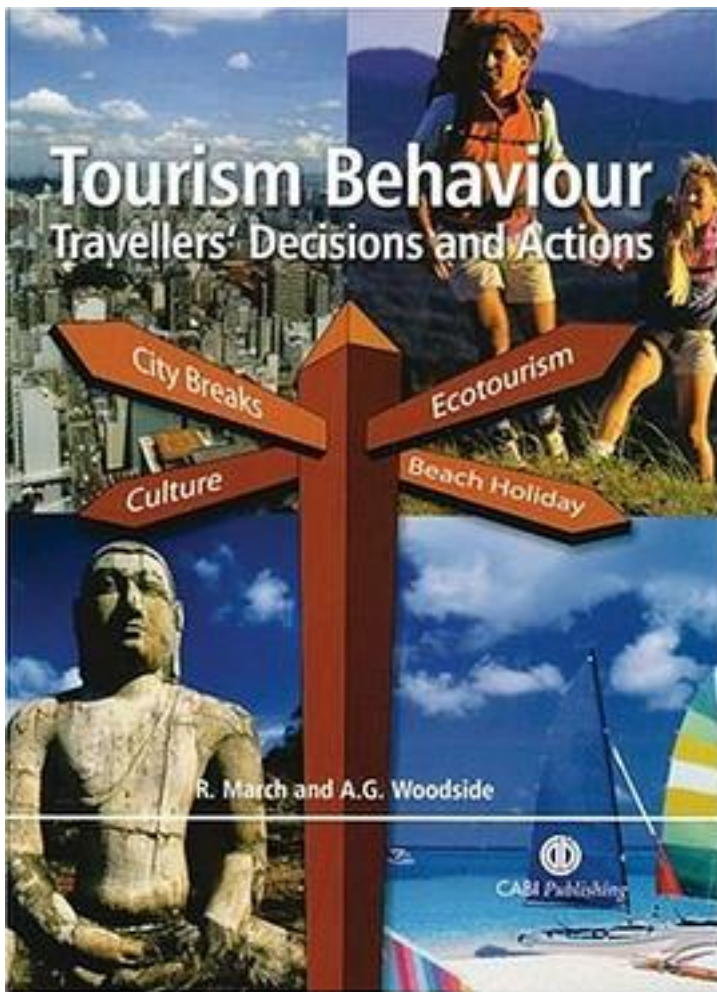


Tourism Behaviour



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How do individuals go about making trade-off's among work, leisure, travel, and personal maintenance (e.g. sleeping) activities? What are the unconscious as well as

conscious drivers of their behaviours? How well do their behaviours follow what they plan? These questions are fundamental in consumer behaviour. This book provides fresh insights in responding to these issues. This book examines alternative theories and the empirical testing of trade-offs we make in life among work, leisure, travel, and personal maintenance actions and how our plans relate to what we actually do. "Tourism Behaviour" considers plans and behaviours for tourist spending, length of stay, attractions, destinations, accommodation and activities, and investigates how marketing strategies affect consumer plans. This book provides new theory, empirical studies, and practical insights of significant interest to travel and leisure researchers, destination marketing managers, and advanced students in tourism and consumer behaviour.

作者介绍:

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