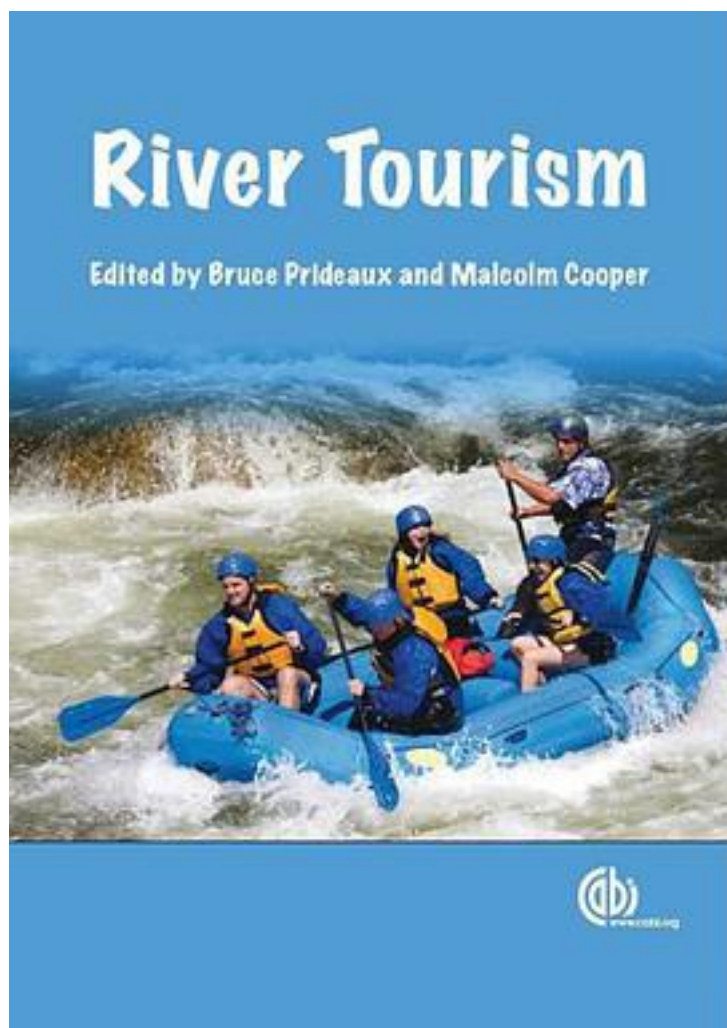


River Tourism



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Rivers constitute a major tourism resource, providing spectacular settings, recreation

facilities, a means of transport, a sense of heritage and adventure, and links with the environment and natural world. River tourism accounts for a significant proportion of the world's tourism consumption, with activities such as Nile cruises and rafting holidays making it an economically important area of tourism demanding in-depth analysis. This book explores river tourism from a range of perspectives including uses, heritage, management, environmental concerns, and marketing.

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