

# Sports Tourism, 2e



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出版者:

出版时间:2009-4

装帧:

isbn:9780750683753

Sports Tourism: participants, policy and providers is an essential text for anybody studying this unique topic.

. Extensively revised with cutting edge new material based on the latest research in the field.

. International case studies illustrate how theory is used in practice.

. Further development of theoretical explanatory frameworks established by first edition

Sports Tourism: participants, policy and providers is an unparalleled text that explains sports tourism as a social, economic and cultural phenomenon that stems from the unique interaction of activity, people and place. Unlike other texts, it establishes sports tourism as a unique area that produces its own unique issues, concerns and controversies.

The text tackles these issues from three viewpoints:

- \* participants: examining the profiles, motivations and behaviour patterns of sports tourists to create a participation model

- \* policy: analyses the response by policy makers to this phenomenon and the problems of achieving integration between two sectors with historically different cultures

- \* providers: their motivations, aims, objectives and strategies

Now in its second edition the text has been further developed to include material on cutting-edge developments in the field and is illustrated by new and extended case studies including a brand new case study on cycling tourism.

Professor Mike Weed is Director of the Centre for Sport, Physical Education and Activity Research (SPEAR) and Faculty Research Director for the Faculty of Social and Applied Sciences at Canterbury Christ Church University, UK. He is Editor of the Journal of Sport and Tourism and author of Olympic Tourism (Elsevier)

Dr Chris Bull is Head of the Department of Sport Science, Tourism and Leisure at Canterbury Christ Church University, UK. He has over 30 years' experience as a teacher, researcher and consultant in the field of tourism, sport and leisure.

- \* Completely revised with cutting edge new material

- \* Illustrated with all new international case studies

- \* Further development of theoretical frameworks established by first edition

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