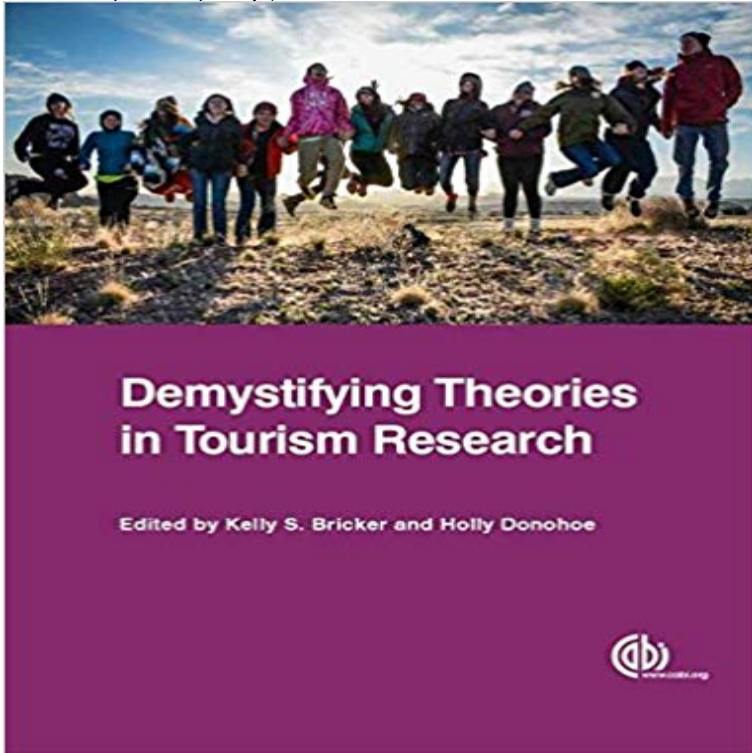


# Demystifying Theories in Tourism Research



It often seems that there is more confusion than consensus regarding tourism theory. Does tourism have theories it can truly own, or does it just borrow from other academic disciplines? It can be difficult to understand the theories and conceptual frameworks available, and how to apply these ideas to a research endeavour. This book reviews theoretical perspectives on tourism from planning and management, through marketing and host communities to the tourism consumers themselves. Covering issues such as tour guiding, rural tourism development and destination image, it provides a complete guide to the industry. Including pedagogical features throughout, this book is an accessible approach to a controversial subject.

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