

Handbook on the Tourist Experience

Design, Marketing and Management

Research Handbooks in Tourism series

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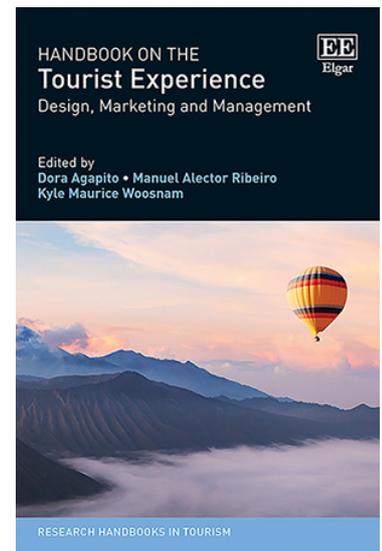
Offering an overview of current issues around design, marketing and management of experiences from the tourist perspective, this comprehensive Handbook critically reviews the key debates and developments within the field. Empirical chapters by international contributors explore a range of perspectives, challenges, opportunities for future research and best managerial practices.

'Finally a complete reference book on the tourist experience! The editors and authors with diverse backgrounds offer multidimensional perspectives and leave no stone unturned about tourism experience; they cover a wide range of issues and approaches from children to adults, from world heritage sites to digital storytelling, from emotions to well-being, and from conceptual to empirical. An original, informative, and fun learning experience for all!'

– Asli Tasci, University of Central Florida, US

'This is a timely and accessible Handbook on tourism experiences. It is an authoritative guide to tourist experience design, marketing and management for those of us who create, deliver, market and conduct research on tourist experiences. I strongly recommend this Handbook.'

– Dogan Gursoy, Washington State University, US



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