



## Tourist Behaviour The Essential Companion

Edited by Philip L. Pearce, James Cook University, Australia

Comprehensive and accessible, this Companion offers a thorough investigation into both traditional and fresh topics in tourist behaviour and experience. Arranged chronologically, the chapters examine tourist experience from the very idea of a tourist visit to the aftermath of returning home.

'We're often told that travel broadens the mind. If that were ever in doubt, we can be certain that this superb volume will broaden, as well as deepen, our understanding of tourism!'

– From the Foreword by Peter Collett, University of Oxford, UK

'A sound understanding of tourist behaviour is fundamental to maximising the benefits of tourism for all stakeholders. The substantial benefit of this text is that it explores tourist behaviour from diverse perspectives, not just the marketing perspective that is the sole focus of so many other texts.'

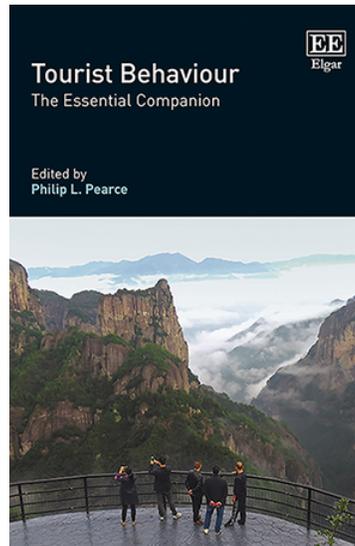
– Leo Jago, University of Surrey, UK

'The opening chapter – "Are tourists interesting?" – demands and merits the reader's attention. Pearce's splendid narrative structure then propels readers on a fascinating journey, prompting reflection and then insight. The momentum continues unabated into the final chapter – "Searching ... for what is important". This is truly artful scholarship – an invaluable contribution.'

– Brian King, The Hong Kong Polytechnic University, Hong Kong

'Tourist Behaviour: The Essential Companion edited by Philip L. Pearce is an indispensable resource for courses on consumer behaviour in tourism and for all serious scholars in the field. The structure of the book is unique in following the entire consumer journey from "dreaming and longing" to "returning home". Pearce, the preeminent scholar and author on tourist behaviour, has produced another brilliant work together with an impressive list of contributing authors.'

– Alastair Morrison, Purdue University, US



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