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Nota di contenuto	Frontmatter -- Contents -- Boxed Insights and Case Studies -- Figures, Tables and Plates -- Acknowledgements -- Acronyms -- 1. Introduction -- 2. Tourism Demand for Public Transport Introduction -- 3. Local and Intra-Destination Public Transport Introduction -- 4. Long-Distance and Inter-Destination Public Transport Introduction -- 5. Tourism and Public Transport, Operational Management and Marketing -- 6. Futures and Conclusions -- References -- Index
Sommario/riassunto	This book offers a comprehensive global examination of the relationship between public transport and tourism as well as exploring other sustainable transport modes. It offers a unique view by analysing tourism through the public transport lens and vice versa. The volume provides an account of how the public transport experience can be

improved for tourists so that its value can be maximised and a greater number of people can be encouraged to shift modes. It features a wide range of case studies and examples showing how the tourism industry, as well as regional economies, communities and the environment, benefit when public transport is widely used by tourists. The book will be of interest to researchers and students in the fields of tourism and transport as well as destination marketing organisations and tourism, transport and urban planners.
