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Nota di contenuto	Contents; Contributors; Preface; 1 Introducing River Tourism: Physical, Ecological and Human Aspects; 2 River Tourism in the South Asian Subcontinent; 3 River-based Tourism in the USA: Tourism and Recreation on the Colorado and Mississippi Rivers; 4 The Mekong: Developing a New Tourism Region; 5 River Tourism: Sailing the Nile; 6 European Waterways as a Source of Leisure and Recreation; 7 The Yangzi River Tourism Zone; 8 Fishing the 'Big Rivers' in Australia's Northern Territory: Market Diversification for the Daly River; 9 The Amazon: a River Tourism Frontier 10 River Heritage: the Murray-Darling River 11 White-water Tourism; 12 Basin-based Governance for Integrated Water Resources Management: Prospects and Challenges; 13 Sustainable Water Resources and Water Security; 14 'The River City'? Conflicts in the Development of a Tourism Destination Brand for Brisbane; 15 Conclusions and Challenges; Index
Sommario/riassunto	River tourism accounts for a significant proportion of the world's tourism consumption, with activities such as Nile cruises and rafting holidays making it an economically important area of tourism. This book explores river tourism from a range of perspectives including uses, heritage, management, environmental concerns, and marketing.

