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Sommario/riassunto	Tourism is an inherently social phenomenon. Tourists travel with others and experience places and cultures through interacting with both familiar and unfamiliar others. This volume presents a thorough tour of the social psychological processes which underpin contemporary travel. The fascinating phenomenon of tourist behaviour deals with topics such as motivation, destination choice, travelers' on site experiences, satisfaction and learning. This book uses an array of developing and recently constructed conceptual frameworks to both synthesise what is established, and to create new insights and directions for further analysis and, ultimately, management action.