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Altri autori (Persone)	WoodsideArch G
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Nota di contenuto	Contents; Preface; PART I; 1 Ecological Systems in Lifestyle, Leisure and Travel Behaviour; 2 Qualitative Comparative Analysis of Travel and Tourism Purchase-Consumption Systems; 3 Holistic Case-based Modelling of Customers' Thinking-Doing Destination Choice; PART II; 4 Introduction to the Theory and Investigation of Planned and Realized Consumer Behaviour; 5 Summary of Findings; 6 Research Objectives and Theoretical Framework; 7 Research Method; 8 Variations Between Planned and Realized Behaviours; 9 Influence of Product Information on Planned and Realized Consumption Activities 10 Influence of Consumer Characteristics on Planned and Realized Behaviours 11 Strategic Implications and Discussion; References; Index;
Sommario/riassunto	Consumers' planned behavior is often very different to what is actually consumed. Consumer plans can relate to four behaviors: planned and done (deliberate strategies); and unplanned and not done (unused strategies). This book examines alternative theories and the empirical testing of trade-offs we make in life among work, travel, and personal maintenance actions and how our plans relate to what we actually do. Tourism Behaviour considers plans and behaviors for tourist spending, length of stay, attractions, destinations, accommodation and activities,

and investigates how marketing strategies
