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Evolution of the Market; Market Size; Destinations; Ski Field Location and Development; The Consumer; Future Prospects; Case Study: Whistler Resort in Canada; Appendix A: Hotel Markets Area of Origin; Appendix B: Demographic Profiles of Whistler's Seasonal Visitors; Relevant Web Sites; Chapter 5. Marine Tourism; Introduction; Types of Marine Tourism; Marketing Issues; Management Issues; Future Prospects; Summary

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Case Study 1: Trekking in Nepal Influences upon British Adventure Tourism; The Role of the Guide; The Control of Information; The Importance of Technological Developments; Case Study 2: The Foundry Climbing Centre; Conclusion: The Future; Relevant Web Sites; Chapter 8. The Business of Adventure Tourism; Introduction; The Evolution from Lifestyle to Business; The Business Mosaic; Adventure Business Administration; Adventure Business Management; Adventure Business Finance; Risk Management; Summary; Case Study: Canadian Mountain Holidays (CMH); Relevant Web Sites; Chapter 9. Spa and Health Tourism Introduction

Sommario/riassunto

Discover the secrets to success in sport-related tourism and adventure travel! This essential handbook of sport-related travel provides an in-depth look at an international industry growing by leaps and bounds. Sport and Adventure Tourism serves as a unique reference resource for sports and tourism professionals, educators and students, presenting an invaluable overview of a niche market that's rapidly outgrowing its niche. Covering every aspect of sport tourism from historical, economic, and sport-specific starting points, the book features thoughtful and incisive commentary from the
