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Nota di contenuto	Book Cover; Title; Contents; List of illustrations; List of tables; Preface; Acknowledgements; Introduction; What is the marine tourism industry?; Why study marine tourism?; 'Gaia' and marine tourism; The issue of access and impacts; The structure of the book; The history and development of marine tourism; Early marine recreation; The influence of technology; The diversity of marine recreational activities; The growth and importance of marine tourism; Wildlife and marine tourism; Summary; Review questions; Who are marine tourists?; Characteristics of marine tourists; Demand; Summary Review questionsThe supply of marine tourism opportunities; The spectrum of marine recreation opportunities; Activity-based marine tourism; Nature-based marine tourism; Social and cultural attractions; Special events; Summary; Review questions; Impacts of marine tourism; Environmental impacts; Socio-cultural impacts; Economic impacts; Summary; Review questions; Management approaches; Strategies used to manage marine tourism; Marine parks; Marine tourism and sustainability; Measuring the impacts of management; A conceptual model for the management of marine tourism; Summary; The future

Potential solutions and areas for research
Summary; Review questions;
Bibliography; Index

Sommario/riassunto

Marine Tourism examines both successful and unsuccessful tourism in coastal and marine environments. The author provides an overview of the history, development and growth of marine tourism and describes the characteristics of 'marine tourists' and the 'vendors' of these tourist activities. The book includes case studies of specific types of tourism including: * the cruise ship industry, * whale and dolphin watching, * yachting - the America's Cup, * personal water crafts and other water sports* and maritime museums and festivals. in locations including Brighton, UK, the
