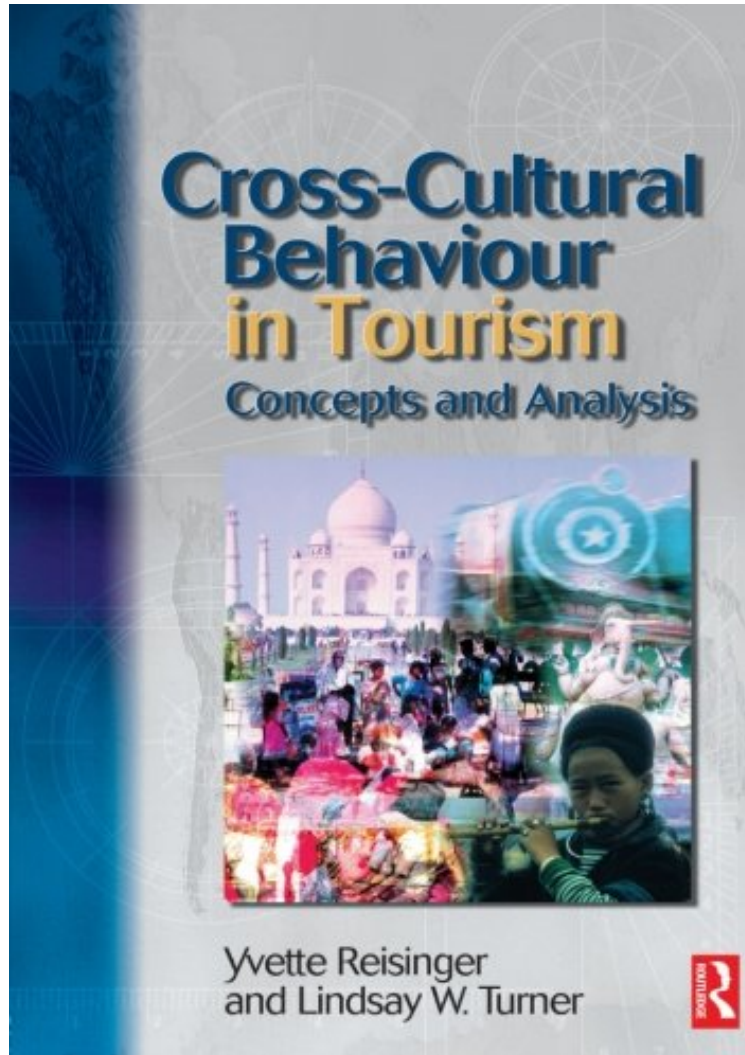


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Cross-Cultural Behaviour in Tourism

Yvette Reisinger PhD, Lindsay Turner
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Yvette Reisinger PhD, Lindsay Turner : Cross-Cultural Behaviour in Tourism before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cross-Cultural Behaviour in Tourism:

Cross-Cultural Behaviour in Tourism: Concepts and Analysis is important reading for those in the following areas of industry: * Tourism: illustrates the importance of cultural background in the tourist experience and how it is a major determinant in repeat visitation * Marketing: provides an understanding of the cultural background of a destination that is vital when formulating successful marketing strategies * Management: provides valuable examples on how

cultures influence tourist behaviour and decision-making, helping managers to develop cross-cultural skills and deal with tourists from diverse cultural backgrounds Tourism is a service industry where people from different nationalities meet. In today's international marketplace it is imperative that those in the industry understand the influence of national cultures on their consumers in order to compete successfully for a market share. The book is accompanied by online resources which can be found at www.bh.com/companions/0750656689. These resources include an account of Hypothesis Testing, together with a detailed glossary and a comprehensive reference list of relevant materials.

"... Cross Cultural Behaviour in Tourism makes a major contribution to understanding cultural differences across nations and the impact of host and guest behavior... Reisinger and Turner's work on this complicated and multidimensional subject will be invaluable to those who follow." Charles R. Goeldner, PhD, Professor Emeritus of Marketing and Tourism, University of Colorado at Boulder, USA and Editor, Journal of Travel Research "This comprehensive, well-researched and excellently written book is a must for every tourism student, researcher, and practitioner who comes in contact with tourists of different nationalities." Abraham Pizam, PhD, Professor and Dean, Rosen School of Hospitality Management, University of Central Florida, USA "This is a welcome addition to existing literature in tourism. This well researched book provides an in-depth analysis of cross-cultural issues and cross-cultural relationships prevailing in the backdrop of tourism encounters. The authors are to be commended for their timely contribution." Professor Kaye Chon PhD, Chair Professor Head, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

From the Back Cover 'Cross Cultural Behaviour in Tourism: Concepts and Analysis' is a unique book that provides in-depth insight into the concepts, definitions and measures of the essential cultural components that encourage tourism. It provides a guide to the statistical tools available for analysing cross cultural behaviour, and shows how to use them to your advantage. This book is important reading for those in the following areas of industry:

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- * Marketing: provides an understanding of the cultural background of a destination that is vital when formulating successful marketing strategies
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