



Consumer Psychology of Tourism, Hospitality and Leisure

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Developed from a symposium held in Hawaii in August 1998, this book focuses on the diverse subject of consumer psychology as applied to the fields of tourism, hospitality and leisure. It provides a general review of current thinking and presents several new theories and methods of analysis. It consists of 20 chapters, divided into five parts, and is essential reading for researchers and practitioners dealing with consumers and their choices and perceptions. The examples included are international in nature and provide a well-balanced book. Authors contributing to the book are well-respected authorities from the UK, USA, Australia, New Zealand and continental Europe.

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