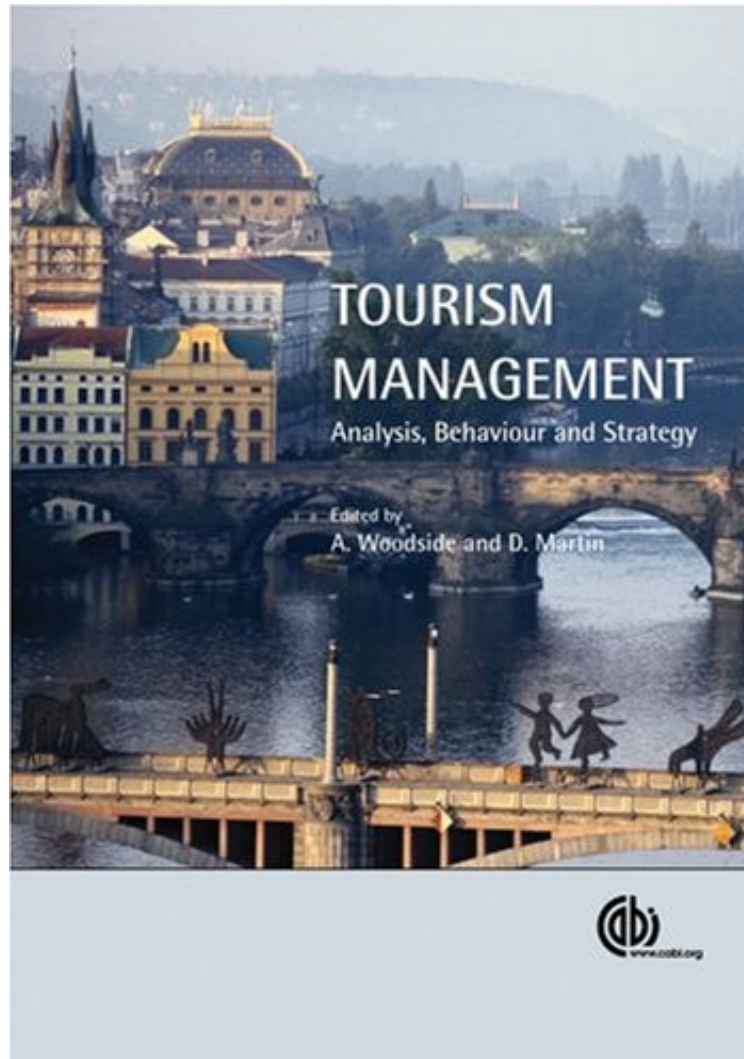


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Planning and implementing successful tourism programs require in depth predictions of tourist behavior. However, the actions of tourists are not always based upon conscious thinking and decision-making and therefore more realistic and practical management strategies are needed. Tourism Management provides an in-depth coverage of sense making, planning, implementing, evaluating and administering tourism marketing and management programs. Recent advances

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About the Author Arch G. Woodside