

CONTENTS

Preface	vii
Chapter 1: Tourism Studies in Context	1
Chapter 2: Conceptual Approaches to Visitor Evaluation.	23
Chapter 3: Methodological Issue in Tourist Research	45
Chapter 4: The Theme Parks.	60
Chapter 5: Museums and Visitor Centres	90
Chapter 6: Historic Sites and Farm Tourism	114
Chapter 7: Tourist Attitudes in Natural Environments	140
Chapter 8: Foreign Places and Faces; Images and Authenticity	162
Chapter 9: Tourism Industry Research.	194
Chapter 10: Conclusion	219
References	229