



Sport tourism destinations : issues, opportunities and analysis /

Higham, James E. S.

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Monografía

Few forces in contemporary society influence the fortunes of tourism destinations more immediately than sport. From football fans to kayaking, Sports Tourism Destinations: issues, opportunities and analysis examines the planning, development and management of sport tourism destinations. With contributions from international experts, this book looks at the dramatic effects sports tourism has on the economy and future of tourism destinations. Divided into four parts, the book systematically covers: Sports tourism destination analysis: applies principles of destination

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