



The Study of Tourism: Foundations from Psychology (Tourism Social Science)

By Philip L. Pearce

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This volume continues the tradition established by Nash in "The Study of Tourism Anthropological and Sociological Beginnings" (2005) previously published in this series. A significant number of the founding scholars whose work has defined and provided a platform for psychology and marketing studies in tourism contribute their reflective accounts on their initial work. They also locate the initial work they conducted within the milieu in which it was created and link the early work to contemporary concerns both of their own undertaking and more broadly. This is the only publication to collate views on the development of tourism study by all these historically important tourism scholars and provides a unique insight into how the context in which tourism scholars' work influences the studies they undertake. From the renowned "Tourism Social Science Series", it systematically and cumulatively contributes to the formation, embodiment, and advancement of knowledge in the field of tourism. This is a valuable piece of tourism literature for all in the areas of advanced marketing and applied psychology, philosophy of education, social science analysis, tourism marketing research and management.

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The Study of Tourism: Foundations from Psychology (Tourism Social Science) By Philip L. Pearce Bibliography

- Sales Rank: #6700252 in Books
- Published on: 2011-01-28
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .80" w x 6.10" l, 1.05 pounds
- Binding: Hardcover
- 248 pages

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Review

A great book for gaining a good historical understanding of the contribution of psychology to tourism. --Dr. Jacqui Taylor, Chartered Psychologist and Associate Professor, Bournemouth University, UK

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