



Cross-Cultural Behaviour in Tourism

Yvette Reisinger PhD, Lindsay Turner

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Cross-Cultural Behaviour in Tourism: Concepts and Analysis is important reading for those in the following areas of industry:

- * Tourism: illustrates the importance of cultural background in the tourist experience and how it is a major determinant in repeat visitation
- * Marketing: provides an understanding of the cultural background of a destination that is vital when formulating successful marketing strategies
- * Management: provides valuable examples on how cultures influence tourist behaviour and decision-making, helping managers to develop cross-cultural skills and deal with tourists from diverse cultural backgrounds

Tourism is a service industry where people from different nationalities meet. In today's international marketplace it is imperative that those in the industry understand the influence of national cultures on their consumers in order to compete successfully for a market share.

The book is accompanied by online resources which can be found at www.bh.com/companions/0750656689. These resources include an account of Hypothesis Testing, together with a detailed glossary and a comprehensive reference list of relevant materials.

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