



Consumer Psychology of Tourism, Hospitality and Leisure (Cabi)

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Knowledge of consumer psychology and consumer behavior in relation to tourism is valuable in determining the success of tourism and hospitality ventures. The book is an edited collection of papers from the 3rd Symposium on Consumer Psychology of Tourism, Hospitality and Leisure, held in Melbourne, Australia in January 2003.

Themes covered by the papers include attitudes, emotions and information processing; motivation and learning; consumption systems; decision and choice; experience and satisfaction; market segmentation; attraction and loyalty; and image and interpretation.

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