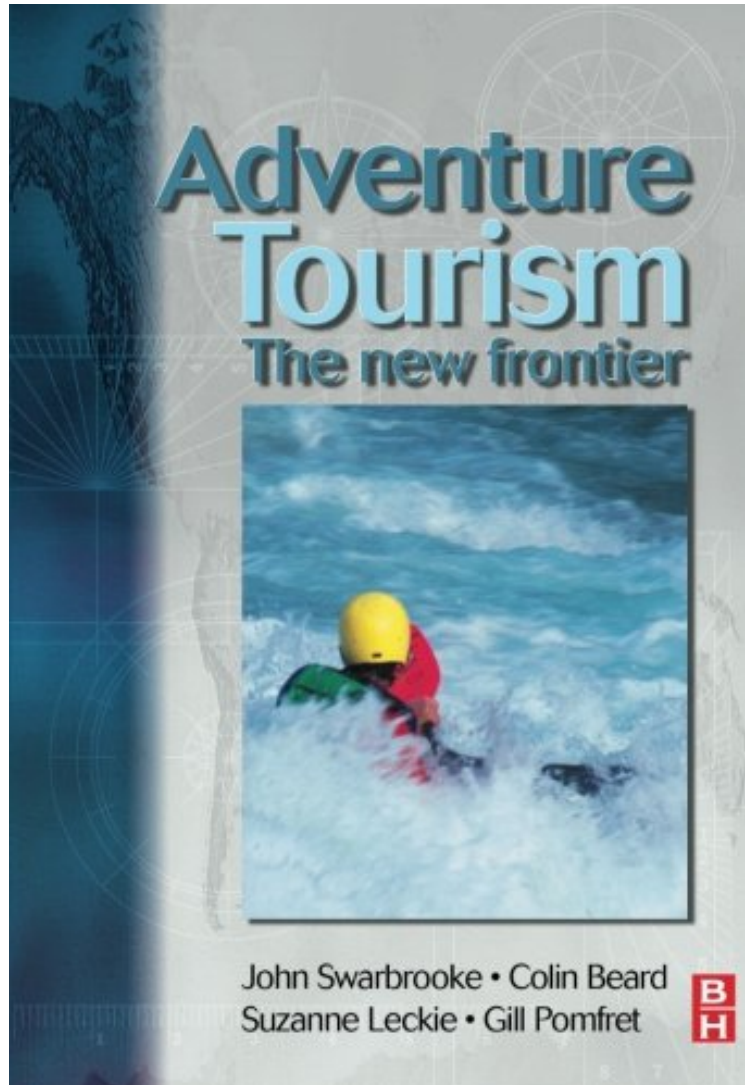


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## Adventure Tourism

*Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret*  
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**Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret : Adventure Tourism** before purchasing it in order to gage whether or not it would be worth my time, and all praised Adventure Tourism:

Looking at the past, present and future of adventure tourism, Adventure Tourism: The New Frontier examines the product, the adventure tourist profile, and issues such as supply, geography and sustainability. International case studies are used to illustrate these issues, including: gorilla watching holidays,trekking on Mount Everest, diving holidays, and Outward Bound packages.Analysis of the development and nature of adventure tourism accompanies

these studies, ensuring that the title is useful both for undergraduate and postgraduate students of tourism and for professionals involved in managing adventure tourism enterprises. There is also a companion website with additional case studies to aid teaching and learning.

"'Adventure Tourism: The new frontier' is an essential introduction to the adventure tourism sector for both tertiary students of tourism and professionals working in the tourism industry, as it offers a unique analysis of this fast expanding niche sector....The book will prove accessible to its non-academic audience, while providing a useful reference and first port of call for those researching in this sector and a textbook for tourism academics teaching undergraduate or postgraduate courses in this area."-Tim Bentley, Department of International Business Massey, Auckland, New Zealand

From the Publisher Looking at the past, present and future of adventure tourism, this text examines the product and its variances, the adventure tourist and issues such as supply, geography and sustainability. International case studies are used to illustrate these issues, for example: \* Gorilla watching holidays\* Trekking on Mount Everest\* Diving holidays\* Outward Bound and the Adventure Island, Singapore. Well-reasoned and succinct analysis of the development and nature of adventure tourism accompanies these studies, ensuring that the title is useful both for undergraduate and postgraduate students of tourism and for professionals involved in managing adventure tourism enterprises.

From the Back Cover The area of adventure tourism has increased rapidly over the past decade to become one of the leading areas of income and interest in today's tourism industry. Looking at the past, present and future of adventure tourism, Adventure Tourism: the new frontier examines the product and its variances, the adventure tourist, and issues such as supply, geography and sustainability. International case studies are used to illustrate these issues, for example: \* Rock climbing in Spain\* Back-packing across Asia\* Winter sports (snowboarding, heli-skiing and dog-sledding) in New England\* Kayaking, rafting and mountain biking in South Africa\* Space tourism from the USA Well-reasoned and succinct analysis of the development and nature of adventure tourism accompanies these studies, ensuring that Adventure Tourism: the new frontier is useful for both undergraduate and postgraduate students of tourism, and for professionals involved in managing adventure tourism enterprises. There is also a companion website with additional cases, which can be found at [www.bh.com/companions/0750651865](http://www.bh.com/companions/0750651865). John Swarbrooke is Principal Lecturer in Tourism Management at the Centre for Tourism, Sheffield Hallam University, UK. Colin Beard is Senior Lecturer in Outdoor Management Education, Sheffield Hallam University, UK. Suzanne Leckie is Senior Lecturer in Countryside Recreation Management, Sheffield Hallam University, UK. Gill Pomfret is Senior Lecturer in Tourism Management, Sheffield Hallam University, UK.