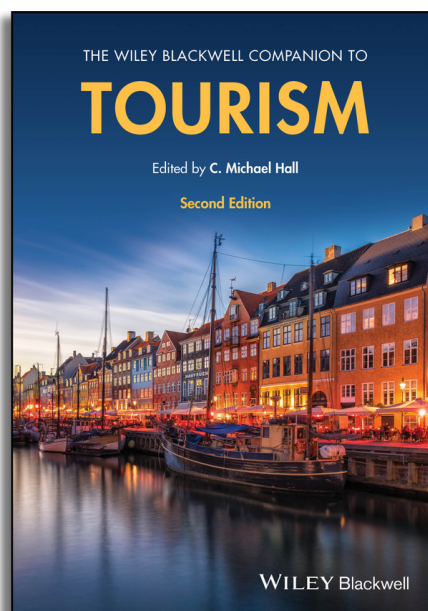




The Wiley Blackwell Companion to Tourism, 2nd Edition

Your definitive reference for tourism studies



Edited by C. Michael Hall

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About the editor

C. Michael Hall is Professor of Marketing & Tourism, Department of Management, Marketing & Tourism, University of Canterbury, New Zealand. He is co-editor of *Current Issues in Tourism* and Field Editor of *Frontiers in Sustainable Tourism*. He edits the *Contemporary Geographies of Leisure, Tourism and Mobility* book series and has written or edited more than 100 books and 400 journal articles.