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TOURISM AND RETAIL: THE PSYCHOGEOGRAPHY OF LIMINAL CONSUMPTION (ADVANCES IN TOURISM)



Routledge, 2014. Soft cover. Book Condition: New. International Edition. Tourists are drawn to explore new environments and peoples. What better way to interact with a locality than to seek out and roam its marketplaces? The nature of tourist shopping activity thus goes beyond mere functional purchasing into multi-sensory explorations of place and space. Awareness of the shifting nature of these attractions is crucial to retailers and place marketers, in this age of the internet, in order that the physical space...

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- Authored by McIntyre, Charles [Editor]
- Released at 2014



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