

Contents

Foreword	vii
Acknowledgments	ix
List of Contributors	xi
Section 1: A Review of Tourism Research	
1. A Review of Tourism Research <i>John Tribe and David Airey</i>	3
Section 2: Researching Tourism Business	
Introduction	17
2. Are Plastic Cows the Future for Farming? Implications of an Alternative Diversification Model <i>Marialaura Di Domenico and Graham Miller</i>	21
3. Implementation of Mass Customised Manufacturing in the Flight Catering Industry <i>Yevvon Yi-Chi Chang and Peter Jones</i>	33
4. Tourism in The Gambia — Ten Years On <i>Richard Sharpley</i>	49
5. Measuring and Reporting the Impact of Tourism on Poverty <i>Harold Goodwin</i>	63
6. Productivity and Yield Measurement in Australian Inbound Tourism Using Tourism Satellite Accounts and General Equilibrium Modelling <i>Larry Dwyer, Peter Forsyth and Ray Spurr</i>	77

7. Assessing Tourism Yield: An Analysis of Public Sector Costs and Benefits <i>David G. Simmons, Susanne Becken and Ross Cullen</i>	95
8. Developing a GIS-supported Tourist Flow Model for New Zealand <i>Susanne Becken, Shane Vuletich and Scott Campbell</i>	107
9. Duelling Definitions: Challenges and Implications of Conflicting International Concepts of Tourism <i>Stephen L. J. Smith</i>	123
Section 3: Researching Tourism Experiences and Challenges	
Introduction	139
10. Tourists on Tourists: The Impact of Other People on Destination Experience <i>Cathy Guthrie and Alistair Anderson</i>	143
11. A Tale of Two Precincts <i>Bruce Hayllar and Tony Griffin</i>	155
12. The Socio-Political Implications of Rural Racism and Tourism Experiences <i>Marcus L. Stephenson</i>	171
13. Researching the Experiences and Perspectives of Tourism Policy Makers <i>Nancy Stevenson</i>	185
14. Network Analysis as a Research Tool for Understanding Tourism Destinations <i>Noel Scott and Chris Cooper</i>	199
15. Tourism and Regional Competitiveness <i>C. Michael Hall</i>	217
Section 4: An Agenda for Tourism Research	
16. An Agenda for Cutting-Edge Research in Tourism <i>Donna Chambers</i>	233
Subject Index	247