

Tourists' Perceptions and Assessments: 8 (Advances in Culture, Tourism and Hospitality Research)

Arch G. Woodside, Metin Kozak

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The volume examines unconscious and conscious cognitions occurring before, during and following virtual and actual leisure-related planned and unplanned travel. It includes a global review of the literature on tourists' perceptions and assessments by Woodside and Metin.



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