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Colin Beard, John Swarbrooke, Suzanne Leckie, Gill Pomfret

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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.

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