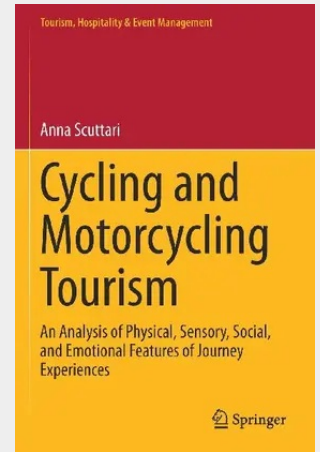


Cycling and Motorcycling Tourism

An Analysis of Physical, Sensory, Social, and Emotional Features of Journey Experiences

This book explores the understanding, description, and measurement of the physical, sensory, social, and emotional features of motorcycle and bicycle journey experiences in tourism. Novel insights are presented from an original case study of these forms of tourism in the Sella Pass, a panoramic road close to the Dolomites UNESCO World Heritage Site. A comprehensive mixed-methods strategy was employed for this research, with concurrent use of quantitative and qualitative methods including documentation and secondary data analysis, mobile video ethnography, and emotion measurement. The aim was to create a holistic knowledge of the features of journey experiences and a new definition of the mobility space as a perceptual space. The book is significant in that it is among the first studies to explore the concept of journey experiences and to develop an interdisciplinary theoretical foundation of mobility spaces. It offers a comprehensive understanding and a benchmarking of the features of motorcycling and cycling journey experiences, a deeper market knowledge on motorcycling and cycling tourists, and a set of tools, techniques, and recommendations for future research on tourist experiences.

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96,29 €

89,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030176990

Medium: Buch

ISBN: 978-3-030-17699-0

Verlag: Springer

Erscheinungstermin: 14.08.2020

Sprache(n): Englisch

Auflage: 1. Auflage 2019

Serie: Tourism, Hospitality & Event Management

Produktform: Kartoniert

Gewicht: 446 g

Seiten: 277

Format (B x H): 155 x 235 mm

