



Tourist Shopping Villages: Forms and Functions (Routledge Advances in Tourism)

Laurie Murphy, Pierre Benckendorff, Gianna Moscardo, Philip L. Pearce

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Shopping is perhaps the most universal of tourist activities. Tourists form a separate retailing segment from the general population and place importance on different products and product attributes, contributing billions of dollars each year for both the private and public sector by which retail areas, townscapes and streetscapes can be revitalised. This volume – based on a two year research program from a team of authors – examines the forms and functions of approximately fifty tourist shopping villages in Australia, New Zealand, the United Kingdom, Ireland, Canada and the United States. It will interest scholars of Tourism, Geography, Business, and Economics, as well as government officials, civic leaders, and individual entrepreneurs and retailers seeking to maximize their returns and local community residents.

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