



Tourists' Behaviors and Evaluations: 9 (Advances in Culture, Tourism and Hospitality Research)

Arch G. Woodside, Metin Kozak

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ADVANCES IN CULTURE, TOURISM AND HOSPITALITY RESEARCH, Volume 9: TOURISTS' BEHAVIORS AND EVALUATIONS describes the benefits of taking a behaviors-to-evaluations perspective in tourism and customer research. The twelve papers in the volume include "the general theory of guest evaluations of service design/performances" by Woodside and Kozak

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