



VFR Travel Research: International Perspectives (Aspects of Tourism)

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This is the first book to explore research on visiting friends and relatives (VFR). In many countries VFR is the largest single travel-related market and for some regional economies accounts for over half of all tourism flows. In assembling an international collection of quality VFR-related research the editors present the profiles, characteristics, opportunities and behaviours of VFR travel for the benefit of researchers, industry practitioners and educators. This holistic and international approach to understanding VFR travel provides a state of the art understanding of the context, dynamics and implications of VFR travel and will be an essential resource for postgraduate students, researchers and also practitioners.

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