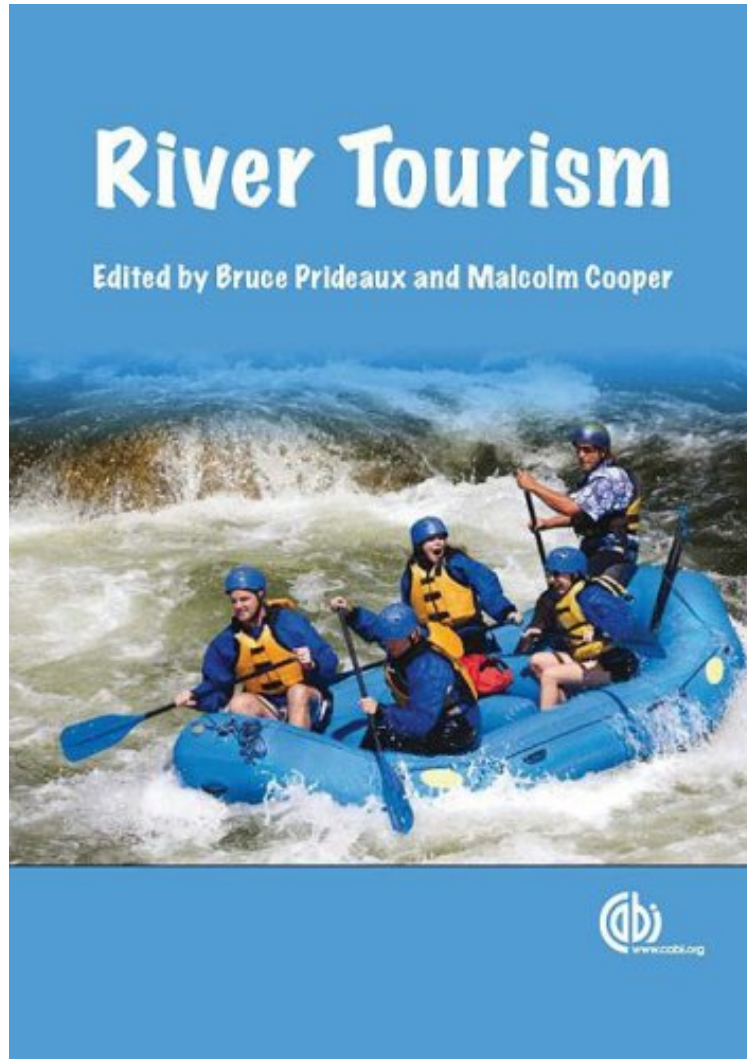


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## River Tourism

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Rivers constitute a major tourism resource, providing spectacular settings, recreation facilities, a means of transport, a sense of heritage and adventure, and links with the environment and natural world. River tourism accounts for a significant proportion of the worlds tourism consumption, with activities such as Nile cruises and rafting holidays making it an economically important area of tourism demanding in-depth analysis. This book explores river tourism

from a range of perspectives including uses, heritage, management, environmental concerns, and marketing.

About the Author- Malcolm J. M. Cooper PhD LL.M is Emeritus Professor, Graduate School of Asia Pacific Studies, Ritsumeikan Asia Pacific University, Beppu, Japan. He teaches tourism management and environmental law. Formerly Vice President for Research and International Affairs, he is a specialist in tourism resource management and development (natural, cultural, social), and environmental and water resource management, and has worked and published widely in these fields. He has lectured at a number of universities in New Zealand, Australia, China and Sri Lanka, and has worked in the environmental planning (City Planner, 1985-1994) and tourism policy (1983-1985) areas for Federal, State and Local Governments in Australia. At other times he has been a private environmental planning consultant in Australia, and a tourism education consultant to the Governments of Sri Lanka, China and Vietnam. He is a recipient of the Australian Centennial medal and has published over 150 books and papers.