

Hansen / Rickly

Risky Business

Management challenges in the adventure tourism industry

The vast majority of the content will be written by the two authors, with additional case studies from experts in the field and from the industry to supplement the text. These case studies will be 1000-1500 words and function as vignettes to illustrate key themes. Much of the content references the US market as its regulatory and legal battles have been at the forefront of adventure commercialization. However, this will be compared to other contexts and balanced with case studies from around the world (see Chapters 11, 12, 13, 14).

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