Place representation in tourist guidebooks - an example from Singapore


Publisher's or external URL: http://dx.doi.org/10.1111/j.1467-9493.1991.tb00034.x

Abstract

Tourist guidebooks provide an important source of information on places. Different guidebooks are written for different types of visitors to better meet their individual travel needs. This is demonstrated through a content analysis of four guidebooks written for Singapore in the early 1980s. Two of the guidebooks represent variations on mainstream, mass travel interests. The third source presents the long-term expatriates perception, while the fourth source presents the alternative or youth tourist view of Singapore. Urban tourism is shown to be multifaceted, allowing for a diversity of travel motivations, experiences, and behavior.

Item Type: Article

Publisher's Statement: This is the pre-peer reviewed version of the following article: Lew, A.A. (1991) Place representation in tourist guidebooks - an example from Singapore. Singapore Journal of Tropical Geography, 12 (2). pp. 124-137. ISSN 1467-9493, which has been published in final form at http://dx.doi.org/10.1111/j.1467-9493.1991.tb00034.x. This article may be used for non-commercial purposes in accordance with Wiley Terms and Conditions for Self-Archiving

ID number or DOI: 10.1111/j.1467-9493.1991.tb00034.x

Keywords: travel literature, urban tourism, content analysis, environmental perception, Singapore


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