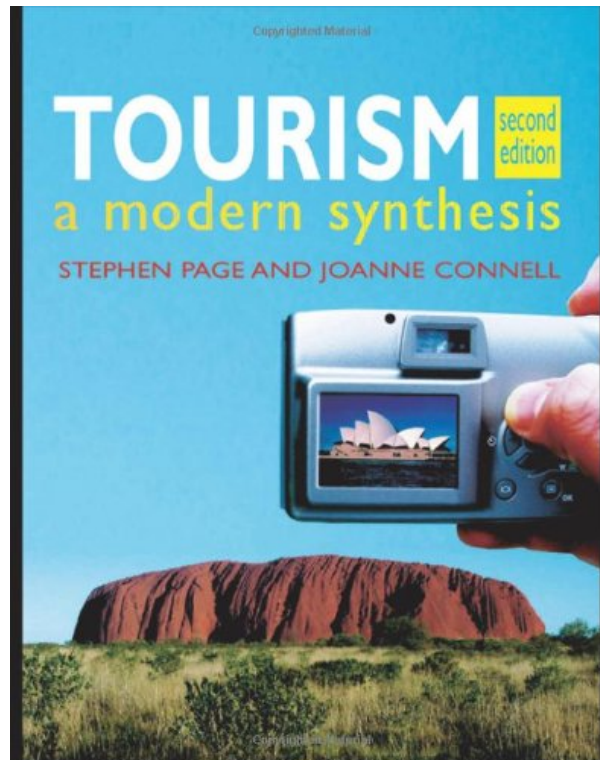
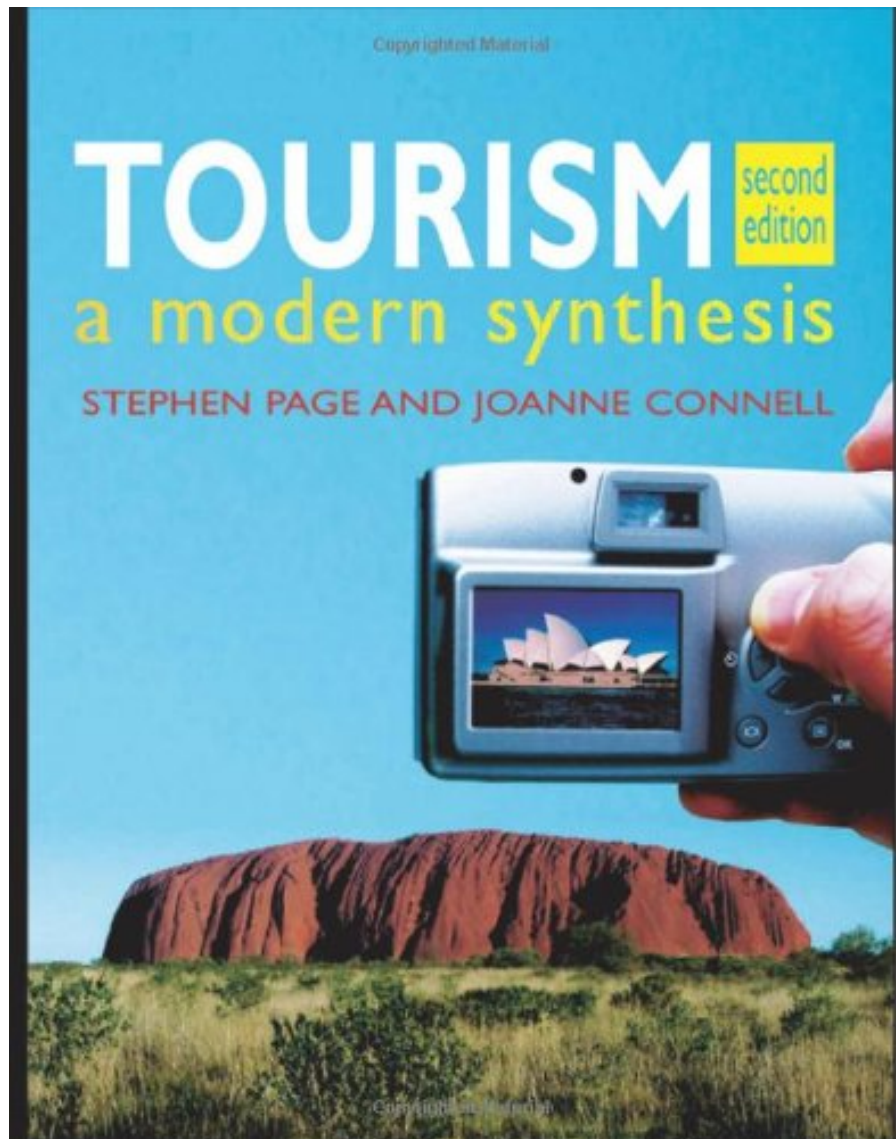


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Stephen J. Page recently held the Scottish Enterprise Forth Valley Chair in Tourism, in the Department of Marketing at the University of Stirling, Scotland. Prior to this, Stephen held a Chair at Massey University New Zealand, where he was Director of the Centre of Tourism Research. Stephen J. Page currently holds the post of Senior Professor in Tourism at the London Metropolitan Business School. Joanne Connell is Senior Lecturer in Tourism in the Department of Marketing at the University of Stirling. Her special field of interest is in tourism and the environment and niche forms of tourism activity.

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