

*Bridging Tourism Theory and Practice*

---

*Series Editors:*

**Jafar Jafari**

Department of Hospitality and Tourism, University of Wisconsin-Stout, Menomonie, Wisconsin 54751, USA.  
Tel (715) 232 2339; Fax (715) 232 3200; Email <jafari@uwstout.edu>

**Liping A. Cai**

Purdue Tourism and Hospitality Research Center, Purdue University, West Lafayette, Indiana 47907, USA.  
Tel (765) 494 8384; Fax (765) 496 1168; Email <liping@purdue.edu>

Recognizing the increasing gap between what is researched in the academic community and what is practiced in the tourism industry, this book series aims to bring together perspectives from both banks in order to discuss, exchange, and debate issues critical to the advancement of tourism. The series intends to create a platform for the academics and practitioners to share theories and practices with each other and, more significantly, to serve as a collaborative venue for meaningful synthesis.

Each volume will feature a distinct theme by focusing on a current or upcoming niche or “hot” topic. It will show how theories and practices inform each other; how both have evolved, advanced, and been applied; and/or how industry best practices have benefited from, and contributed to, theoretical developments. Volume editors or authors have both strong academic credentials and informed consulting or other practical experiences. In general, the book series seeks a synergy of how concepts can inform actions, and vice versa. It will inspire the new generation of researchers who can translate academic discoveries to deliverable results valuable to practitioners.

*Forthcoming volumes in this book series*

**Tourism in the Muslim World**

Noel Scott and Jafar Jafari, eds.

**Tourism as an Instrument of Development: A Case Study**

Eduarod Fayos-Sola, ed.