

## VFR TRAVEL RESEARCH

### International Perspectives

Edited by Elisa Backer (Federation University Australia) and  
Brian King (The Hong Kong Polytechnic University)

#### Review

*Finally, a much needed book that explores the vitally important, but underappreciated area of VFR travel has been published. The book adopts a global perspective combining chapters that ground VFR travel well within existing tourism studies with case studies from almost every continent and deeper pieces conceptualizing. A book on this topic is long overdue and this book does not disappoint.*

Bob Mc Kercher, The Hong Kong Polytechnic University, Hong Kong

#### Description

This is the first book to explore research on visiting friends and relatives (VFR). In assembling an international collection of quality VFR-related research the editors present the profiles, characteristics, opportunities and behaviours of VFR travel for the benefit of researchers, industry practitioners and educators.

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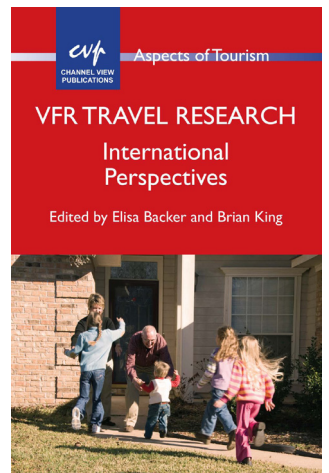
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#### Editor Information

Elisa Backer is Associate Professor at Federation University Australia and is on the editorial board of eleven journals. Her main research interests are VFR travel, destination marketing, partial industrialisation in tourism, family tourism and social media.

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