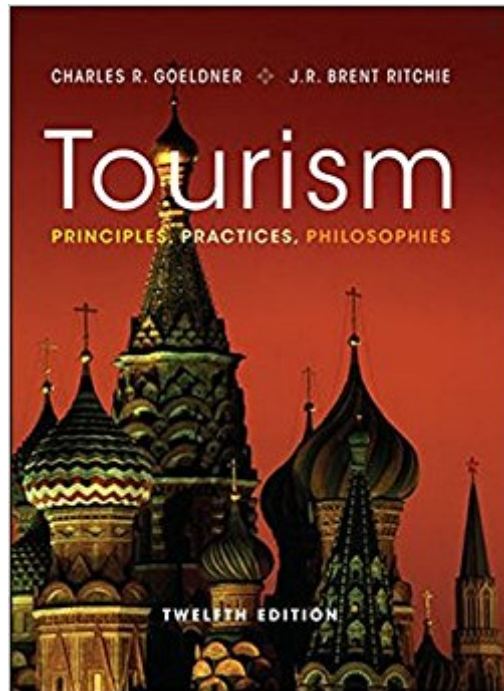




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Tourism: Principles, Practices, Philosophies



Synopsis

The 12th Edition of *Tourism: Principles, Practices, Philosophies* explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation. Written in global terms, it provides an overview of the principles, practices, and philosophies that affect the cultural, social, economic, psychological, and marketing aspects of human travel and the tourism industry. Among the topics given expanded coverage in this edition are: B&Bs, time shares, meetings and conventions, sustainable tourism, climate change, social media, and mobile marketing.

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EXPLORE THE DYNAMIC WORLD OF TOURISM Anyone involved in the work or study of the tourism industry is touched by a broad range of issues, including economic, social, environmental, and political. For tourism to thrive, today's industry professionals must integrate basic tourism principles with new applications and developments around these issues. This Twelfth Edition of the best-selling *Tourism: Principles, Practices, Philosophies* has been revised and updated to explore new trends in travel and tourism, and discusses changes to the industry since the previous edition. New to this Twelfth Edition: Profiles of travel industry leaders such as Roger Dow and Suzanne Cook of the U.S. Travel Association, and Michele McKenzie of the Canadian Tourism Commission. Information on technology, convention centers, arenas, stadium and public facilities management jobs, and internships. Updates on sustainable development and climate change. Expanded treatment of the Internet's role (social media, blogs, and podcasting) in tourism research,

marketing, and promotion. Culinary tourism. Reflection on tourism sociology, including new information on GLBT tourism. Developments in passenger transportation, such as train travel as a tourist attraction, new information on airline and cruise industries, and future aircrafts. Substantial revisions to Chapter 20: Tourism's Future, highlighting the impact of digital technology on the tourist of tomorrow, and the arrival of robots as a potential alleviation of the industry's labor shortages. Updates to the Global Insights features, covering dark tourism, tourism forecasts, travel advisories, emerging markets, and changing tastes in travel. Tourism, Twelfth Edition seamlessly blends theory and practice while examining the various components of tourism, their functions, and their significance into a comprehensive and current reference for both students of the industry and tourism professionals.

CHARLES R. GOELDNER, PH.D., is Professor Emeritus of Marketing and Tourism at the Leeds School of Business, University of Colorado at Boulder. He is also the founding editor of the Journal of Travel Research. J. R. BRENT RITCHIE, PH.D., the founding Chair of the United Nations World Tourism Organization (UNWTO) Tourism Education Council, holds the Professorship in Tourism Management, and is Chair of the World Tourism Education and Research Centre at the University of Calgary, Alberta, Canada.

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