

Trends and Issues in Global Tourism 2011 (Paperback)

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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book. (Ms. Ora Buckridge)

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Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2013. Paperback. Condition: New. 2011 ed.. Language: English . Brand New Book ***** Print on Demand *****.This book provides insights into important trends and future scenarios in the global tourism and travel industry. It analyses today s challenges in the aviation and hospitality industry, in destination management, and in marketing and distribution management. New empirical data on general travel behaviour and the latest consumer trends are also presented. The contributors to this book are well-known individuals from important tourism, travel and consulting firms (e.g. BCD Travel, OEger Tours, Booz and Company, GfK, IPK International) and researchers from universities in Switzerland, United Kingdom, the Netherlands, and Germany. In addition institutes specializing in future research highlight important travel trends. Corporate social responsibility is one of the top themes to-be and therefore a focus of this book, offering insights into the concept of CSR, empirical data on consumer requests, corporate strategy issues and financial investment implications.

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