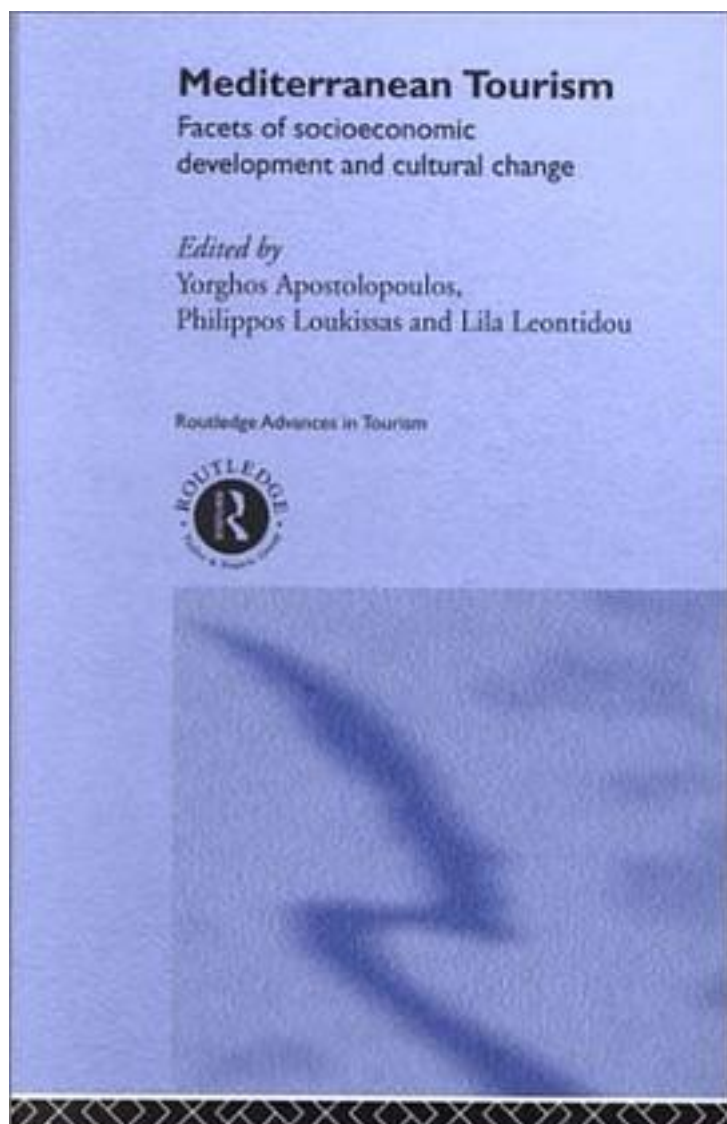


Mediterranean Tourism



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著者:Apostolopoulos, Yorghos (EDT)/ Loukissas, Philippos J. (EDT)/ Leontidou, Lila (EDT)

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Despite the trends towards other, more "exotic" destinations, the growth of the tourism industry in the Mediterranean is unprecedented. There is no area in the world where travel and tourism so extensively affect policy-making, employment, the culture, the physical environment, political stability and the balance of payments, but so far, there has been no detailed examination which looks at the tourism industry in this region as a whole. This book comments on the complexities of Mediterranean tourism, with contributions from researchers, consultants, managers and advisors from 13 countries. It provides a reference tool for undergraduate and postgraduate students, as well as industry practitioners, for the examination of tourism in different Mediterranean contexts.

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