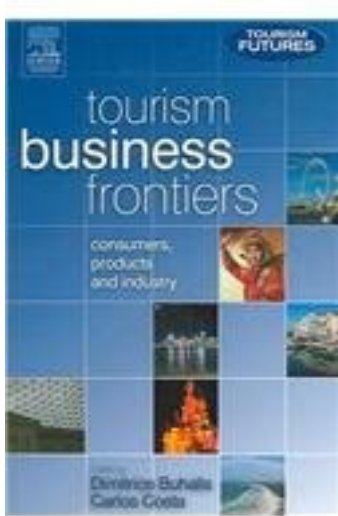


# Tourism Futures



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As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. "New Tourism Consumers Products and Industry: Present and Future Issues" provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes. "Tourism Futures Two Book Set" takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions and to look at new products, new consumers and new industries. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business

potential. It identifies key trends in the tourism industry. It comes with contributions from world leaders in tourism academia. It is written by an international team of contributors, drawing on a variety of exemplary cases.

作者介绍:

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