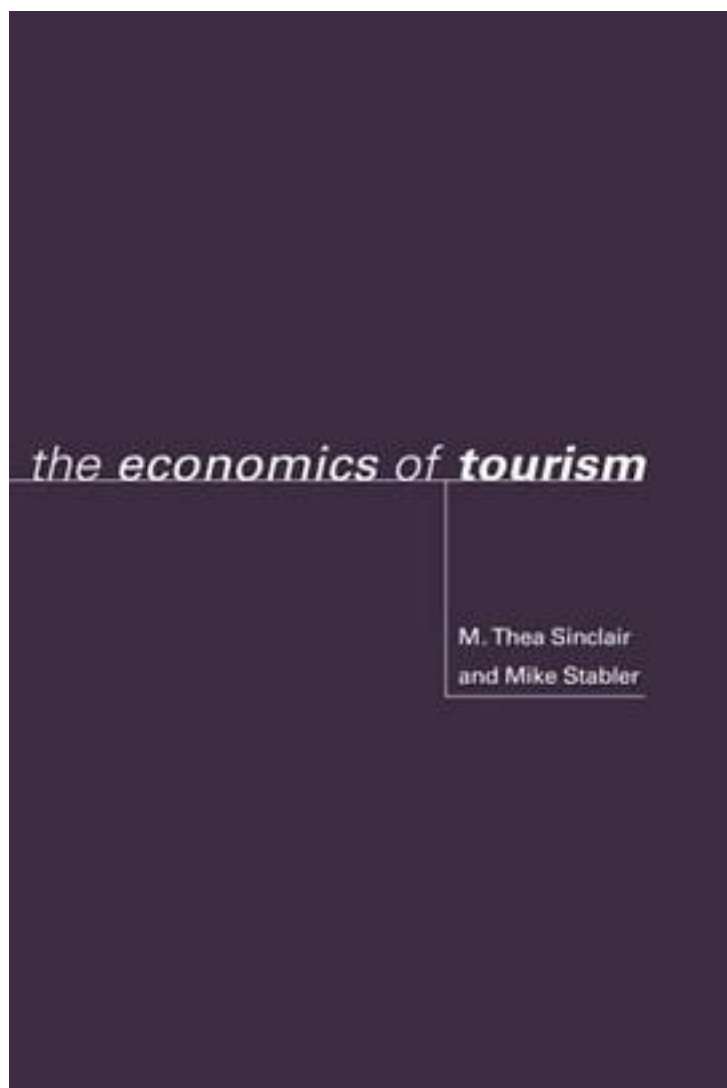


The Economics of Tourism



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This book uses contemporary economic analysis to help readers understand the tourism industry. Referring to the work of Nobel winning economists, it shows how to understand tourism market behavior as rational responses to high fixed costs, low marginal costs and capacity constraints. Throughout the book, technical change is addressed as it relates to adjustments in business models and strategies. A clear explanation of revenue management is also included. With a focus on basic economic principles, it shows how we can use elementary supply and demand analysis to understand the broad changes in tourism over many centuries and today.

作者介绍:

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