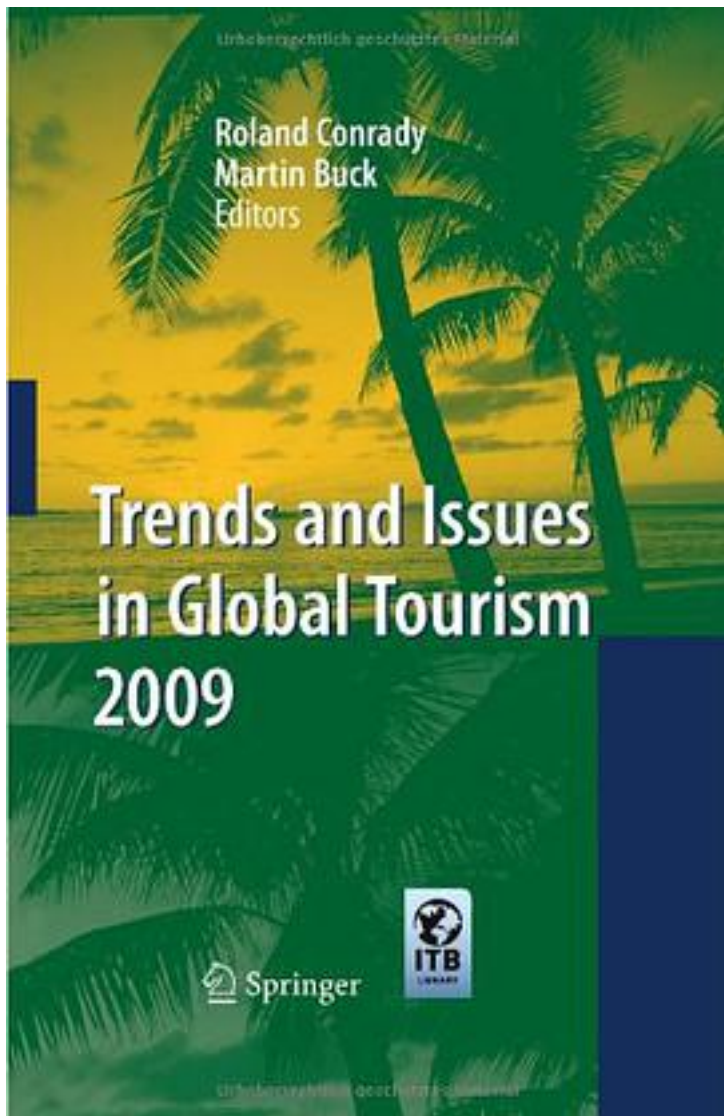


Trends and Issues in Global Tourism 2009



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This book offers insights into important trends in the global travel and tourism industry and analyses developments in the aviation and hospitality industry, destination management and general travel behaviour. Climate change and its impact on the travel and tourism industry is as much a focus as for example the impacts of kerosene prices on the aviation industry. An article by the well-known philosopher Peter Sloterdijk gives an insight into the philosophera (TM)s thinking about tourism and therefore goes beyond tourisma (TM)s own border. This also applies to an article about the clash of civilisation, contributed by the Prince of Ethiopia, Asfa-Wossen Asserate. The articles are based on presentations and panel discussions presented at the worldAs largest tourism convention, the ITB Convention Market Trends and Innovations. This book unites convention highlights prepared by renowned professionals and scientists within the industry.

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