

Global Tourism The Next Decade

An invaluable resource for tourism leaders, policy makers and stakeholders as they drive the global tourism economy forward. Covering topics from the role of government, diplomacy, tourism investment, and destination branding to niche tourism development, media, tourism safety and green tourism, COME CLOSER offers a framework for strategic and practical tourism economy management and competitiveness. The book includes valuable direction for managing the fine balance of government and private industry in tourism to create shared, sustainable destination growth. Using emotive anecdotes to bring readers closer to the heartbeats of the people who inspire and direct industry growth, Mendiratta's collection of topics helps introduce critical aspects of tourism sector development.

The Horwath Book of Tourism looks at the factors involved in the past and future development of tourism through the eyes of nearly 30 independent authors from Europe and America, all of them specialists in their field. The book examines the component parts of the tourism industry and seeks to present a broad picture of international tourism - one of the most dynamic industries in the world - presenting at the same time, some solutions to the problems which it faces in the next decade.

Distinguishing between sustainable development and sustainable tourism, the authors examine whether, and in what form, tourism can contribute to sustainable development and growth. Focusing on different types of tourism appropriate to particular situations, the team of leading contributors draws on examples from around the world - Canada, USA, Spain, Belgium, UK, Australia - to explore tourism's contribution to the economic, social, political and environmental advancement of developing countries and the importance of tourism in industrialised nations. This book examines the new policies and initiatives established by both the private sector and the state to pursue sustainable tourism growth and identifies the opportunities and challenges inherent in achieving it.

This book portrays a fresh approach to tourism. It argues for increased and radical change by the tourism industry and claims that this change is made necessary by the emergent sophistication and increased experience of tourists who require a different style of treatment and type of product. Dynamic Tourism is presented as a formula to meet the needs of the prevalent consumer society, to cater for its changing wishes, to reflect society ' s contemporary concerns and to accommodate the ongoing projected growth of tourism. The focus is upon the tourist, highlighting the need for the tourism industry to give greater consideration to tourists ' changing needs, and to take a more flexible, modern and thought-out approach. The argument is delivered in three parts. First, the book indicates why Dynamic Tourism is needed as a method, and shows its first signs of appearing. It then delivers the detail and practicality of the process. Finally, the complete concept is outlined and the method of future implementation is projected. Examples from around the world are used to explain and illustrate the argument. Underlying the whole discussion is the recognition that the tourism arena is a resource of finite size, needing capacity for renewal and requiring the most intelligent, adaptable and considered use. The intended readership for this book includes all participants in the tourism experience: the tourism industry, its policy makers, operatives and stakeholders, and those students who intend to join their ranks, existing tourists who are disappointed with the limited provision offered to them at present and who wish for better in the future, along with the increasing number of new tourists whose outlook is very different from those of the past.

The Future of Tourism

Millennials, Generation Z and the Future of Tourism

The Challenge of Sustainability

Trends and Issues in Global Tourism 2010

Tourism Towards 2030

Tourism in India

This comprehensive book focuses on how the COVID-19 pandemic is transforming travel and tourism, globally. Despite the devastation caused by COVID-19, authors argue that within the ongoing crisis, there is also an opportunity to positively transform the tourism sector in ways that contribute to a more hopeful future for tourism practitioners, tourists and host communities. As the world emerges from the shadow of COVID-19 there will not be a return to the "normal". Rather, the volume shares a vision of global transformation that is driven at least in part by the changing ways people in the post-COVID-19 era may travel and encounter each other and their environments. Individual chapters explore topics such as: regenerative economies, transformational travel, critical perspectives on pandemics and tourism, sustainable development and resilience post-COVID-19, re-discovering and re-localising tourism, global (im)mobilities, transforming tourism management, as well as new value systems for travel and tourism including the chance to strengthen social equity and social justice as tourism returns after COVID-19. In this edited volume, a series of senior and emerging scholars engage with debates on how to best contribute to more substantial, meaningful, and positive planetary shifts within the tourism industry. The chapters in this book were originally published as a special issue of the journal Tourism Geographies.

What other factors can influence traveller individual travelling entertainment activities arrangement choice? What are the unreasonable or unpredicting factors influence global future tourism development? What may space tourism replace global earth tourism in possible? Can COVID 19 influence global tourism encounter recession ? I shall indicate some methods to attempt to explain whether what factors can influence airlines service performance or service level to be raised either better or worse. I hope that my readers can learn any new airline service performance improvement knowledge after you read this book.

Asia is regarded as the fastest growing area for international and domestic tourism in the world today and over the next 20 years. Given the economic, social and environmental importance of tourism in the region, there is a need for a comprehensive and readable overview of the critical debates and controversies in tourism in the region and the major factors that are affecting tourism development both now and in the foreseeable future. This Handbook provides a contemporary survey of the region and its continued growth and development as a key destination and generator of tourism, which is marked by a high proportion of intra-regional travel. The book is divided into five sections. This first section provides an introduction to the region and context to the nationally focused chapters. The next three sections are then broadly based on the three UNWTO Asian regions: South-East Asia, South and Central Asia, and East and North-East Asia, providing readers with a valuable snapshot of tourism at various scales, and from various approaches and positions. The concluding section considers future prospects for tourism in Asia. The handbook is interdisciplinary in coverage and is also international in scope through its authorship and content. It presents a range of perspectives and understanding of the processes and forces that are shaping tourism in this fascinating and dynamic region that is one of the focal points of global tourism. This is essential reading for students, researchers and academics interested in tourism in the growth region of Asia now and in the future.

This book provides comprehensive coverage of cross-cultural issues and behavior in tourism, and illustrates how international cultural differences influence travel decision-making --publisher's description.

How Tourism is Shaping the Future of Nations

FACTORS INFLUENCE FUTURE GLOBAL

Political, Social and Economic Challenges

International Tourism

Tourism and Hospitality Marketing

Tourism, Heritage and National Culture in Java

This book investigates and considers the urgent political, social, and economic challenges that confront society and tourism. It attempts to look at what is threatening society, and makes suggestions on what the impact will be and how tourism will be changed to integrate with the new socio-economics of a newly emerging society with its novel peculiar challenges and opportunities in a post-energy era. The book draws on the views of leading thinkers in tourism and considers a broad range of issues from multidisciplinary perspectives facing the tourism industry for the first time in one volume: dwindling energy, new technology, security (like war and terrorism), political economy, sustainability, and human resources. By critically reviewing these social and economic challenges in a global scale, the book helps to create a comprehensive view of future tourism in the unfolding and challenging society of the third millennium. This innovative and significant volume will be valuable reading for all current and future tourism professionals.

The 2020 edition analyses tourism performance and policy trends across 51 OECD countries and partner economies. It highlights the need for coherent and comprehensive approaches to tourism policy making, and the significance of the tourism economy, with data covering domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption.

As tourism matures as an academic subject and the number of tourism higher education providers continues to expand world-wide, there is an increasing interest in its educational aspects. At the same time the development of research into education issues related to tourism means that there is now a developing literature on the subject. This international handbook offers a timely evaluation of the sate of the art of tourism higher education. The book brings together expert contributors from around the world to present current thinking and practice about what is now a major element of education provision world-wide. It is structured round four key themes: - Curriculum - International perspective - Teaching, learning and assessment - Resources, progression and quality Its global survey of tourism education offers a comprehensive basis for comparative review. In addition to setting out the development and current provision of tourism education it also addresses cutting edge issues such PhD education, non-formal education, cultural issues in learning, research and teaching, e-learning and e-assessment. It offers practical advice for the design, delivery, evaluation and resourcing of courses and concludes with a reflective agenda of issues for the future.

Global TourismThe Next Decade

Global Tourism Higher Education

Influencing Future Global Tourism Development Factors

Summary and Recommendations

OECD Tourism Trends and Policies 2020

An International Handbook of Tourism Education

Future Challenges for Global Tourism

This book offers insight into important trends in the global travel and tourism industry and analyzes developments in the aviation and hospitality industry and destination management. The most recent developments in marketing and sales as well as in travel technology and business travel are of key importance for managing travel and tourism companies. The articles are based on presentations and panel discussions presented at the world 's largest tourism convention, the ITB Convention Market Trends & Innovations.

With over 70 global case studies and vignettes, this textbook covers all the key marketing principles applied to tourism and hospitality, showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality products on offer. Chapters are packed with pedagogical features that will help readers consolidate their learning, including: - Chapter objectives - Key terms - Discussion questions and exercises - Links to useful websites - Profiles of successful individuals and organizations Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book, case study questions, a test bank, PowerPoint slides and a list of additional teaching resources.

For many communities and countries throughout the world tourism is the most valuable industry. Economic changes taking place in China, India, and the United States (with almost 3 billion people, half the world's population), for example, will have major impacts on the global tourism markets of tomorrow. Social-cultural changes in Europe, with borderless tourism crossings and a common currency, are increasing opportunities for tourism growth. East Asia and the Pacific Rim are experiencing unprecedented growth and change in tourism. From the perspective of economic policy, tourism for local communities is a vital economic development tool producing income, creating jobs, spawning new businesses, spurring economic development, promoting economic diversification, developing new products, and contributing to economic integration. If local and national governments are committed to broad based tourism policies, then tourism will provide its citizens with a higher quality of life while it generates sustained economic, environmental, and social benefits. The wellspring to future growth for tourism throughout the world is a commitment toward good policy. Governments, the private sector, and not-for-profit agencies must be the leaders in a sustainable tourism policy that transcends the economic benefits and embraces environmental and cultural interests as well. Tourism Policy and Planning: Yesterday, Today, and Tomorrow addresses key ingredients for positive tourism policies and planning that will lead this generation and the next toward a greater quality of life resulting from tourism growth. The aim of this book is to provide government policy-makers (at all levels), business leaders, not-for-profit executives, university professors, students, tourism industry managers, and the general public with an introduction and examination of important policy and planning issues in tourism.

▯Airport time consumption factorInstead of airport is one arrical and leaving terminal station place main function for any travelling passengers after the airplances had landed on the country airport's subway. I feel that airport has also another main functions. It can help the country to attract more travellers to choose to go to the country to travel as well as it can persuade them to raise consumption desire in their whole journeys after they leave the travelling country's airport if they feel the country airport's service performance can satisfy their short time staying need. I shall explain why any countries' airports can influence travellers' travelling destinations and travelling shopping choices to be increased or decreased.The future airport will be the assistance role to assist tourim industry development. The factors include, for example, safety and terrorism control, when the travellers feel the country's airport is safe to stay when they catch air planes to arrive the coutry first time. Then, the country's airport can build safe image to let them to feel the country is safe to travel indirectly, traditional cirport service providers will need to seek new service way to deliver value, such as subscription based service models can let travellers to feel the country's airport can provide one comfortable and enjoyable short term travelling staying environment in the country's airport. Then, they bring pleasant emotion to prepare their journey trip after they leave the airport in the foreign country. So, if the country's airport can let the travellers feel safe and comfortable, then it can bring new exciting and enjoyable feeling to the country's image. Because airport will be any travellers' first time arrival place after they catch airplanes to arrive another country. So, positive or negative airport's image will influence travellers how they feel whether the country, it is worth to choose to travel indirectly. However, airports need have good facilities to satisfy any related airplane service employees or any airport food or product businesses need, instead of travellers' need. For example, it needs have good allocation of terminals and access to facilities, they will be managed and regularly reviewed and regarded their good facility availability, capacity constraints and the best use of available facilities to satisfy any food or product sale shops' sale need and airport passengers' purchase need both in airports or airplane pilots, airplace service employees, irport security employees' comfortable working environment need. However, airport inside and outside also needs to be arranged enough parking space facilities to let any aircraft parked or stored at the airport from the place where it is parked or stored in order to let any vehicles to be parked in airports or outside airports easily and conveniently.

Past, Present, and Future

Forestry For The Next Decade (in 2 Volumes)forestry For The Next Decade (vol. 1)forestry For The Next Decade (vol. 2)

Come Closer

Tourism, Tourists and Society

Cultures and Behavior

Global Tourism

This book offers a comprehensive discussion of international hospitality business. The practical discussion of international hospitality operations–management concepts and skills–offers information directly applicable to your daily operations. You'll find a complete analysis of the complex issues hospitality managers face when they are assigned overseas, including international hospitality firms' policies regarding development strategy, organizational structure, marketing, finance and accounting, and human resource management.

UNWTO Tourism Towards 2030 is a broad research project in continuation of UNWTOs work in the area of long-term forecasting initiated in the 1990s and aims at providing a global reference on tourism future development. Following the long-term forecast series of reports Tourism 2020 Vision, the Tourism Towards 2030 - Global Overview report updates international tourism projections through 2030. Central in the study are the projections for international tourism flows in the two decades 2010-2030, with as basis data series on international tourist arrivals as reported by destination countries for the period 1980-2010, taking into account subregion of destination, region of origin, mode of transport and purpose of visit.

Get an in-depth understanding of tourism education-worldwide! Global Tourism Higher Education: Past, Present, and Future extensively reviews tourism education on a global basis, focusing on the history, development, current status, challenges, and opportunities now present in various regions and countries. Leading international authorities discuss program administration, curriculum offering, faculty qualifications, and student learning in tourism higher education programs, exploring issues both specific to their own region as well as common to other areas around the world. This unique book offers educators and students a valuable informative view of the historical development, present situations, and future directions of tourism education. The main ingredient in successfully providing a quality tourism product is highly qualified, fully trained people. Global Tourism Higher Education compiles an impressive collection of interdisciplinary perspectives exploring various directions different countries are traveling on the road to quality tourism education. Chapters reveal the numerous challenges faced by developing regions as well as more mature tourism education locations. This book provides a useful overview of education strategies around the world, exploring educational issues that are common across borders. Countries and regions reviewed include Canada, the British Isles, Austria, Switzerland, Israel, Turkey, China, Hong Kong, Taiwan, Thailand, Korea, and Australia. The book includes extensive references and graphs and tables to ensure understanding of research. Topics in Global Tourism Higher Education include: past, present, and future directions of tourism education in Canada, Hong Kong, and Taiwan five educational and tourism environments in the British Isles differences and similarities in tourism educational development in Switzerland and Austria accreditation processes of local academic programs in Israel reforms needed in Turkey's higher education system the hierarchy of educational programs in China with suggestions for the future the problem of the quality of tourism graduates in Thailand the distinctive niche

of Australian tourism education much more! Global Tourism Higher Education: Past, Present, and Future is timely, horizon-expanding reading perfect for tourism researchers, educators, students, higher education administrators, government education departments, and anyone around the world interested in developing tourism education programs.

This book presents the foundations for the future of tourism in a structured and detailed format. The who-is-who of tourism intelligence has collaborated to present a definitive blueprint for tourism reflecting the role of science, market institutions, and governance in its innovation and sustainability. The book adopts a comprehensive approach, exploring recent research and the latest developments in practice to inform the reader about instruments and actions that can shape a successful future for tourism. Broad in scope, the book incorporates the perspectives of leading tourism academics, as well as the views of tourism entrepreneurs, destination managers, government officials, and civil leaders. The book is divided into three parts, the first of which addresses the scientific facets of innovation, analyzing the challenges and opportunities that technology provides for organic and disruptive developments in tourism, which will shape its future. In turn, the second part examines socio-cultural paradigms – with a view to dismantling traditional barriers to innovation. It also explores the role of heritage and the ethics of inclusiveness as drivers for sustainable tourism. The third part investigates new ways and means in governance and policy making for tourism. It introduces advances such as strategic positioning, symbiotic partnerships, and innovative management, and closes by presenting governance frameworks for an inclusive and sustainable future of tourism.

New Patterns

Global Tourism and COVID-19

Tourism Policy and Planning

Process and Change in Human Geography

Environment and Tourism

The Routledge Handbook of Tourism in Asia

In the Indian context; contributed articles.

Pressure on national and local governments to rapidly develop their tourism potential to meet demand and produce benefits, makes it more essential than ever to plan carefully and consider the human and environmental impacts of tourism development. That is why, as Secretary-General of the World Tourism Organization, I am pleased to see the serious analysis of the problems and prospects of the tourism sector as presented in this third edition. -- Francesco Frangialli, Secretary-General, World Tourism Organization
Now in its third edition, **Global Tourism** draws on the insight of thirty-nine contributors to chronicle and foresee the effects of tourism on contemporary society. Contributors provide interdisciplinary, international perspectives on the critical questions, problems, and opportunities facing the tourism industry. Invaluable to academics and professionals alike, **Global Tourism** offers a comprehensive exploration of the key issues in tourism. Authors draw on their individual insights to assess and critique contemporary tourism and take a view of the future. Fully revised and re-developed, new chapters examine:
* The future of tourism
* Difference in travel characteristics of significant travel segments
* Sustainability standards in the global economy
* Crisis management in tourist destinations
* Tourism and social identities
* Tourism, mobility, and global communities
CONTRIBUTORS INCLUDE: Brian Archer (University of Surrey), Gurhan Aktas (T.C. Dokuz Eylul University), Bill Bramwell (Sheffield Hallam University), Peter M Burns (University of Brighton), Nancy E. Chesworth (Mount St. Vincent University), Tim Coles (University of Exeter), Chris Cooper (The University of Queensland), Graham M.S. Dann (University of Luton), Thomas Lea Davidson (Davidson-Peterson Associates, Inc.), Sara Dolnicar (University of Wollongong), David Timothy Duval (University of Otago), Larry Dwyer (University of New South Wales), Xavier Font (Leeds Metropolitan University), Alan Fyall (Bournemouth University), Brian Garrod (University of Wales, Aberystwyth), Donald Getz (University of Calgary), Alison Gill (Simon Fraser University), Frank Go (Erasmus University), Ebru Gunlu (T.C. Dokuz Eylul University), Michael Hall (University of Otago), Simon Hudson (University of Calgary), Donald Macleod (University of Glasgow), David Mercer (RMIT University), Graham Miller (University of Surrey), Michael Morgan (Bournemouth University), Peter Murphy (La Trobe University), Philip Pearce (James Cook University), Stanley C. Plog (Plog Research and SPC Group), Garry Price (La Trobe University), Linda K. Richter (Kansas State University), Lisa Ruhanen (University of Queensland), Chris Ryan (University of Waikato), Gordon D. Taylor (Tourism Canada, retired)), William F. Theobald (Purdue University), Seldjan Timur (University of Calgary), Birgit Trauer (University of Queensland), Stephen Wanhill (Bournemouth University), Peter W. Williams (Simon Fraser University)

The success of **Global Tourism** has led to this fully revised and updated second edition which retains all the strengths of the original book and is enhanced by the inclusion of five new chapters -
* The effects of tourism on societies past and present
*Selecting policy instruments for sustainable developments
*Alternative tourism: a comparative analysis of meaning and impact
*Aid, government and tourism studies in less developed countries
*Why destination preservation makes economic sense
Using the perspective and expertise of 33 leading educators and practitioners, **Global Tourism** chronicles the effect of tourism on contemporary society. **Global Tourism** explores the critical issues facing those involved in the tourism domain. It discusses:
· The philosophical and directional difficulties facing the tourism industry
· The importance of social issues and ills in current and future tourism practice
· The sustainable development issues of tourism
Those individuals dealing with travel and tourism planning, marketing and management at local, regional and national levels will find this book invaluable. All those involved in education in leisure, recreation, hospitality and travel, and students of tourism will benefit from reading this title. William Theobald is Professor and Chairman of both the Interdisciplinary Graduate Programme in Travel and Tourism and the Leisure Studies Division at Purdue University, USA where he teaches recreation and tourism management.

With reference to India.

TOURISM DEVELOPMENT

Emerging Challenges and Future Prospects

Tourism and Economic Development in Nepal

Tourism, Development and Growth

Future Tourism

New Patterns: Process and Change in Human Geography introduces modern geographical theory in an accessible format and reflects the changing nature of the subject. The in-depth applied analysis of topics, consolidated by extensive reference to case study material, makes it an essential textbook for advanced level geography students.

The wellspring to the future global growth in tourism is a commitment toward good policy and strategic planning. Governments, the private sector, international organizations, academic institutions, and not-for-profit agencies must be the leaders in developing sustainable tourism policies that transcend the economic benefits and embrace environmental and cultural interests as well. **Tourism Policy and Planning: Yesterday, Today, and Tomorrow** (second edition) offers a comprehensive look into the policy process and how policies link to the strategic planning function as well as influence planning at the local, national and international levels. This second edition has been fully revised and updated with important new chapters and case studies that reflect the many important developments in the travel, tourism and hospitality industry and subsequent new policies and plans needed to better understand the nuances and issues in the travel, tourism and hospitality industry. The second edition features:
Updates to reflect recent developments and issues ranging from global economic and cultural issues to concerns for increased national and local leadership in tourism policy and strategic planning
Three new chapters: "Barriers and Obstacles to International Travel", "The International Tourism Policy Process", and "Transformative Leadership, Poverty Alleviation and Tourism Policies"
New case studies throughout the book to illustrate practical applications of policy and planning at the international, regional, national and local levels to provide a solid foundation for a better understanding of new travel and tourism concepts and issues
Examination of the past, present, and future of tourism policy development and strategic planning to equip professionals, academicians, and students to better understand the global tourism marketplace.

This book offers insights into important trends and future scenarios in the global tourism and travel industry. Besides the general topics (aviation and hospitality industry, destination management, marketing, and distribution management) it analyses current challenges and impacts resulting especially from developments in social media, corporate social responsibility and eco-mobility. Sustainability in the global tourism sector and particularly eco-mobility is one of the top themes to-be and therefore a focus of this book. Among the contributors to the book are well-known notabilities from institutions such as the UNWTO and top executives of various segments of the tourism and travel industry. The articles are based on presentations and panel discussions presented at the world ?s largest tourism convention, the ITB Berlin Convention.

This book examines the lifestyles, expectations and plans of Millennials and Generation Z and how they are redefining tourism. It demonstrates that if the tourism industry is to enjoy future growth, it must understand and meet the particular needs of these two generations. The volume explores the present and future challenges faced by the tourism industry as a result of the generational turnover, and seeks to answer the following questions: What contribution can the new generations make to the future of tourism? How are technological advancements and social networks shaping future travel trends? Can a generational perspective be useful to help the tourism industry recover from the COVID-19 crisis? The book will be of interest to researchers and students of sociology and tourism studies, as well as tourism professionals.

Yesterday, Today, and Tomorrow

Journeying With Change

Implications for Theory and Practice

Global Overview

Dynamic Tourism

Trends and Issues in Global Tourism 2008

Based on anthropological fieldwork in the 1990s, this book provides an ethnographic perspective in its examination of the politics and policies of cultural tourism as they were played out under the Indonesian New Order regime. The successful New Order tourism policy ensured that tourism development both contributed to, and benefited from, increasing economic prosperity and a long stretch of political stability. However, that success has come at a price; the policy to encourage mainly 'high-quality' tourism revolved around carefully constructed and controlled tourist experiences that have led to local inequalities. The failure of this policy is analysed in a detailed case study of the city of Yogyakarta.

The purpose of this book is to allow readers to examine critical issues and problems facing the tourism industry. The problems are complex and interwoven and they suggest a variety of crises such as overcrowding of tourist attractions and resident-host conflicts.

And recommendations -- Tourism planning and development issues -- Tourism marketing and management issues

Tourism, Tourists and Society provides a broad introduction to the inter-relationship between tourism and society, making complex sociological concepts and themes accessible to readers from a non-sociological academic background. It provides a thorough exploration of how society influences or shapes the behaviours, motivations, attitudes and consumption of tourists, as well as the tourism impacts on destination societies. The fifth edition has been fully revised and updated to reflect recent data, concepts and academic debates:
• New content on: mobilities paradigm and the emotional dimension of tourist experiences.
• New chapter: Tourism and the Digital Revolution, looking at the ways in which the Internet and mobile technology transform both tourist behaviour and the tourist experience.
• New end-of-chapter further reading and discussion topics.
Accessible yet critical in style, this book offers students an invaluable introduction to tourism, tourists and society.

Management and Operations

Dilemmas of a Local Community

The Next Decade

A Global Perspective

Horwath Book of Tourism

International Symposium on Tourism and the Next Decade

This book offers insights into important trends and future scenarios in the global tourism and travel industry and analyses current challenges in the aviation and hospitality industry, destination management and general travel behaviour. Well-known notabilities share their points of view. For example, Norbert Walter, chief economist of the Deutsche Bank, writes about the financial crisis and its impact on the tourism industry. Top executives of international operating airlines like C. Karlitekin (Turkish Airlines), J. Hunold (Air Berlin) and E. Sims (Air New Zealand) have much to say about the future of airlines and aviation management. Corporate Social Responsibility is one of the top themes to-be and therefore a focus of this book, offering the perspective of the UN Foundation and the social inclusion concept of RUHR.2010, European Capital of Culture. The articles are based on presentations and panel discussions presented at the world’s largest tourism congress, the ITB Berlin Convention.

SWD-Schlagwörter: Globaler Tourismus, Zukunft des Tourismus, Delphi Befragung, Nachhaltigkeit, Kundenerlebnis

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Worldwide range of contributors
All chapters thoroughly revised and updated and 4 new chapters included

This book has been prepared keeping in mind rapid changes taking place in the land-locked economy of Nepal seated in the lap of Great Himalaya where tourism is expected to contribute in a big way. Salient Features - Analyzes economic impact of tourism growth on various aspects of the Nepalese economy. - Explores the role of tourism on globalization of this backward economy. - Attempts to incorporate important studies undertaken in this context. - Incorporates opinions of leading experts on tourism promotion and economic development exclusively for this book. - Thoroughly reviews contours of changes in tourism policy. - Well documented in terms of source of tourism information, institutions and chronological highlights, etc. In view of the above, this piece of work would be of immense use to policy makers, planners, researchers, practioners and also to students for whom sufficient materials have been added.

Innovation and Sustainability

The International Hospitality Business

Trends and Issues in Global Tourism 2012

Get an in-depth understanding of tourism education—worldwide! Global Tourism Higher Education: Past, Present, and Future extensively reviews tourism education on a global basis, focusing on the history, development, current status, challenges, and opportunities now present in various regions and countries. Leading international authorities discuss program administration, curriculum offering, faculty qualifications, and student learning in tourism higher education programs, exploring issues both specific to their own region as well as common to other areas around the world. This unique book offers educators and students a valuable informative view of the historical development, present situations, and future directions of tourism education. The main ingredient in successfully providing a quality tourism product is highly qualified, fully trained people. **Global Tourism Higher Education** compiles an impressive collection of interdisciplinary perspectives exploring various directions different countries are traveling on the road to quality tourism education. Chapters reveal the numerous challenges faced by developing regions as well as more mature tourism education locations. This book provides a useful overview of education strategies around the world, exploring educational issues that are common across borders. Countries and regions reviewed include Canada, the British Isles, Austria, Switzerland, Israel, Turkey, China, Hong Kong, Taiwan, Thailand, Korea, and Australia. The book includes extensive references and graphs and tables to ensure understanding of research. Topics in **Global Tourism Higher Education** include: past, present, and future directions of tourism education in Canada, Hong Kong, and Taiwan five educational and tourism environments in the British Isles differences and similarities in tourism educational development in Switzerland and Austria accreditation processes of local academic programs in Israel reforms needed in Turkey’s higher education system the hierarchy of educational programs in China with suggestions for the future the problem of the quality of tourism graduates in Thailand the distinctive niche of Australian tourism education much more! **Global Tourism Higher Education: Past, Present, and Future** is timely, horizon-expanding reading perfect for tourism researchers, educators, students, higher education administrators, government education departments, and anyone around the world interested in developing tourism education programs.

For many people, holidays are an increasingly central feature of contemporary western society. The tourism industry has expanded rapidly since 1950, but this book poses the significant question of consequent environmental impacts: are environments being benefited or damaged, by the tourist who visit them? A well-balanced introductory text, this topical book on the relationships between tourism, society and the environment, examines 'tourism' and 'environment' in detail, and gives a historical overview of the growth of the tourism industry. It discusses how the tourism industry markets physical and cultural environments to be consumed by the tourist, and the consequences of the tourism they then attract. It explores:
* how the economics of tourism can be adopted in a positive way to aid conservation
* whether the concept of sustainability can be applied to tourism
* provides a critique of the 'new' forms of tourism, that have developed in recent years.
An extensive range of international case studies from both the developed and developing world are used to illustrate the theoretical ideas presented, and to aid the student, it includes end of chapter summaries, further reading guides and boxed vignettes focusing on contemporary environmental issues and debates.

The tourism industry of India is economically important and growing rapidly. The World Travel & Tourism Council calculated that tourism generated ₹ 6.4 trillion or 6.6% of the nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023.

This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about ₹ 95 billion by 2015. According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. The most represented countries are the United States (16%) and the United Kingdom (12.6%). In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists. Domestic tourists visited the states Uttar Pradesh, Andhra Pradesh and Tamil Nadu most frequently. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65 and Kolkata at 99. The Travel & Tourism Competitiveness Report 2013 ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration. As per the UNWTO World Tourism Barometer, December 2013, India's rank in the World Tourism Receipts during 2012 was 16th and rank in international tourist arrivals was 41. The rank of India was 7th among Asia and the Pacific Region in terms of tourism receipts during 2012. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ agencies, State Governments, Union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry also maintains the Incredible India campaign. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business, educational and sports tourism. Therefore the practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these evident scenarios emphasize the need of a broad-based research in the field of Tourism in India. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the Tourism institutes, consultants, practicing managers from industry and government officers. Prof. K.VijayaBabu Jayaprakashnarayana. G