



## Trends and Issues in Global Tourism 2011

By -

Springer. Hardcover. Condition: New. 342 pages. Dimensions: 9.5in. x 6.4in. x 1.0in. This book provides insights into important trends and future scenarios in the global tourism and travel industry. It analyses today's challenges in the aviation and hospitality industry, in destination management, and in marketing and distribution management. New empirical data on general travel behaviour and the latest consumer trends are also presented. The contributors to this book are well-known individuals from important tourism, travel and consulting firms (e. g. BCD Travel, Ger Tours, Booz and Company, GfK, IPK International) and researchers from universities in Switzerland, United Kingdom, the Netherlands, and Germany. In addition institutes specializing in future research highlight important travel trends. Corporate social responsibility is one of the top themes to-be and therefore a focus of this book, offering insights into the concept of CSR, empirical data on consumer requests, corporate strategy issues and financial investment implications. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



**READ ONLINE**  
[ 7.14 MB ]

### Reviews

*I actually started looking at this pdf. it was writtern extremely properly and valuable. I am very happy to inform you that this is basically the greatest book i have read through during my very own daily life and might be he finest pdf for actually.*

-- Jacey Krajcik DVM

*This publication will be worth purchasing. Indeed, it can be enjoy, still an interesting and amazing literature. I am just happy to inform you that this is basically the best ebook i have got study within my own lifestyle and may be he very best ebook for ever.*

-- Dr. Furman Anderson Sr.