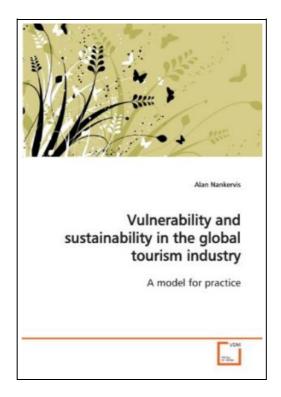
Vulnerability and Sustainability in the Global Tourism Industry



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(Prof. Lois Cormier II)

VULNERABILITY AND SUSTAINABILITY IN THE GLOBAL TOURISM INDUSTRY



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VDM Verlag. Paperback. Condition: New. 156 pages. Dimensions: 8.7in. x 5.9in. x 0.4in.This book explores the nature, structure, culture, products and services of the global tourism industry, with a particular focus on its inherent vulnerability to a plethora of internal and external pressures and opportunities. Vulnerabilities discussed include the dynamic global environment (political, economic, social and technological domains), changing customer markets, supply chain issues between interconnected tourism sectors and service providers, the degradation of tourism products, public and private sector interface issues, together with many associated aspects. It then develops an analytical model which encompasses the major vulnerability fields and can be used by tourism managers at all levels to assess their levels of vulnerability and thence to better prepare their businesses to anticipate and cope with inevitable pressures, towards ongoing sustainability of the global industry. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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