The Traveling Public and Tourism Promoters
Introducing the World's Largest Industry, Tourism
Marketing to the Traveling Public
Delivering Quality Tourism Services
Bringing Travelers and Tourism Service Suppliers Together
Capturing Technologies' Competitive Advantages
Readings
Integrative Cases
Tourism Service Suppliers
Transportation
Accommodations
Food and Beverage
Attractions and Entertainment
Destinations
Readings
Integrative Cases
The Service and Hospitality Environment
Economic and Political Impacts of Tourism
Environmental and Social/Cultural Impacts of Tourism
Sustaining Tourism's Benefits
Exploring the Future of Tourism
Readings
Integrative Cases
Geography: Your Window to the World
Tourism Research
Choosing a Career and Finding a Job
Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.