



Introduction to Tourism

Leonard J Lickorish, Carson L Jenkins

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An Introduction to Tourism is the essential guide to the tourism industry. It provides a comprehensive and authoritative introduction to all facets of tourism including:

the history of tourism; factors influencing the tourism industry; tourism in developing countries; sustainable tourism; forecasting future trends.

Tourism has changed radically in recent years with the onset of many technological and economic changes and an ever increasing concern for the environment. This book provides a down-to-earth introduction to this complex and multi-faceted industry.

This invaluable introduction is written for all students of tourism and all those involved in the industry who want to know more about the structure, component activities and environment within which they work.

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