



Tourism Business Frontiers (Tourism Futures)

Dimitrios Buhalis, Carlos Costa, Francesca Ford

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As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. New Tourism Consumers Products and Industry: Present and Future Issues provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes.

New Tourism Consumers Products and Industry: Present and Future Issues is part of a two part set with its companion text, Tourism Dynamics, Challenges and Tools: Present and Future Issues which takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business potential.

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