


Tourism: Principles, Practices, Philosophies


By Charles R. Goeldner, J. R. Brent Ritchie


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The *12th Edition of Tourism: Principles, Practices, Philosophies* explores major concepts in tourism, what makes tourism possible, and how tourism can become an important factor in the wealth of any nation. Written in global terms, it provides an overview of the principles, practices, and philosophies that affect the cultural, social, economic, psychological, and marketing aspects of human travel and the tourism industry. Among the topics given expanded coverage in this edition are: B&Bs, time shares, meetings and conventions, sustainable tourism, climate change, social media, and mobile marketing.

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- Sales Rank: #57653 in Books
- Brand: Wiley
- Published on: 2011-09-27
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 11.24" h x 1.06" w x 8.74" l, 3.35 pounds
- Binding: Hardcover
- 544 pages

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Editorial Review

From the Back Cover

EXPLORE THE DYNAMIC WORLD OF TOURISM

Anyone involved in the work or study of the tourism industry is touched by a broad range of issues, including economic, social, environmental, and political. For tourism to thrive, today's industry professionals must integrate basic tourism principles with new applications and developments around these issues.

This *Twelfth Edition* of the best-selling *Tourism: Principles, Practices, Philosophies* has been revised and updated to explore new trends in travel and tourism, and discusses changes to the industry since the previous edition.

New to this *Twelfth Edition*:

- Profiles of travel industry leaders such as Roger Dow and Suzanne Cook of the U.S. Travel Association, and Michele McKenzie of the Canadian Tourism Commission.
- Information on technology, convention centers, arenas, stadium and public facilities management jobs, and internships.
- Updates on sustainable development and climate change.
- Expanded treatment of the Internet's role (social media, blogs, and podcasting) in tourism research, marketing, and promotion.
- Culinary tourism.
- Reflection on tourism sociology, including new information on GLBT tourism.
- Developments in passenger transportation, such as train travel as a tourist attraction, new information on airline and cruise industries, and future aircrafts.
- Substantial revisions to Chapter 20: *Tourism's Future*, highlighting the impact of digital technology on the tourist of tomorrow, and the arrival of robots as a potential alleviation of the industry's labor shortages.
- Updates to the **Global Insights** features, covering dark tourism, tourism forecasts, travel advisories, emerging markets, and changing tastes in travel.

Tourism, Twelfth Edition seamlessly blends theory and practice while examining the various components of tourism, their functions, and their significance into a comprehensive and current reference for both students of the industry and tourism professionals.

About the Author

CHARLES R. GOELDNER, PH.D., is Professor Emeritus of Marketing and Tourism at the Leeds School of Business, University of Colorado at Boulder. He is also the founding editor of the *Journal of Travel Research*.

J. R. BRENT RITCHIE, PH.D., the founding Chair of the United Nations World Tourism Organization (UNWTO) Tourism Education Council, holds the Professorship in Tourism Management, and is Chair of the World Tourism Education and Research Centre at the University of Calgary, Alberta, Canada.

Users Review

From reader reviews:

Lana Alvis:

Nowadays reading books be a little more than want or need but also turn into a life style. This reading practice give you lot of advantages. Advantages you got of course the knowledge the actual information inside the book which improve your knowledge and information. The information you get based on what kind of publication you read, if you want have more knowledge just go with schooling books but if you want truly feel happy read one together with theme for entertaining for instance comic or novel. Often the Tourism: Principles, Practices, Philosophies is kind of guide which is giving the reader unpredictable experience.

Terra Runyan:

Hey guys, do you desires to finds a new book to learn? May be the book with the title Tourism: Principles, Practices, Philosophies suitable to you? The book was written by well known writer in this era. Often the book untitled Tourism: Principles, Practices, Philosophies is one of several books which everyone read now. That book was inspired many men and women in the world. When you read this e-book you will enter the new way of measuring that you ever know previous to. The author explained their thought in the simple way, therefore all of people can easily to be aware of the core of this e-book. This book will give you a lots of information about this world now. So you can see the represented of the world within this book.

Dana Vinson:

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Cynthia Olson:

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