



International Tourism: A Global Perspective (Wto Tourism Education and Training Series)

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This textbook has not only been designed to meet the needs of students in tourism, but also to serve as a useful reference for both the private and public sectors involved in tourism. The publication consists of 17 chapters, each indicating the learning objectives and key terms and concepts. It provides information on travel patterns and trends, transport services, accommodation and hospitality services, travel distribution systems, tourism market trends and travel psychology, tourism marketing, tourism research and forecasting, contributions of tourism to economic development, the role of governments, international and regional organizations in tourism, etc.

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