



Tourism: Principles, Practices, Philosophies

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

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The updated and expanded #1 introduction to tourism principles and practices retains its classic approach in this new tenth edition

Virtually every country has taken steps to increase its number of visitors in recent years, and with each new edition, *Tourism* has remained the must-have resource dedicated to providing an exciting, comprehensive introduction to the world's most rapidly growing industry. This *Tenth Edition* explores new trends in travel and tourism, while continuing the book's long-standing tradition of taking a global look into the economic, political, and social forces that drive and shape tourism.

Written by two internationally respected experts, *Tourism, Tenth Edition* includes:

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- Updated lists of Internet sites for further research
- Numerous pedagogical aids throughout, including review questions, case problems, and Internet exercises

Completely revised and redesigned with a beautiful, full-color insert, *Tourism* examines how different components of the industry work together to create a successful travel experience. In six parts, it covers: an overview of the industry; how tourism is organized; travel behavior; tourism supply, demand, policy, planning, and development; research and marketing; and future prospects.

Tourism: Principles, Practices, Philosophies, Tenth Edition is an invaluable book for students studying travel and tourism.

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Editorial Review

Review

"...rich both in theoretical and pragmatic insights...an excellent main text...an excellent contribution to the advancement of tourism education, training and practical knowledge formation." (International Journal of Tourism Research, November 2001)

From the Publisher

Explores major concepts in tourism, what makes tourism possible and how tourism can become a major factor in the wealth of any nation. Explains the social, cultural, economic and psychological aspects of travel and tourism. The appendices contain pertinent material concerning key travel industry contacts as well as travel and tourism information sources.

From the Back Cover

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