



Trends and Issues in Global Tourism 2009

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As other industries, the global travel and tourism industry has been facing immense challenges and highly visible upheaval since the beginning of the new millennium. The International Tourism Exchange ITB Berlin, the world's leading travel trade show, aims at pinpointing the most important challenges, identifying the trends and offering a platform to solve pressing problems. The ITB Convention Market Trends & Innovations has developed into a centre of excellence and a driving force for the global travel and tourism industry, generating a much needed information platform. This compilation unites the highlights of the convention in articles prepared by renowned professionals and scientists from the industry. Readers may benefit from this comprehensive vision of the developments that are shaping the structure of the global tourism industry today and in the future. This book is indispensable for tourism and travel professionals as well as for academics and students analyzing current global tourism and travel trends.

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