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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Book Cover; Title; Contents; List of figures and tables; Acknowledgements; THE SCOPE AND LIMITATIONS OF ECONOMIC ANALYSIS; THE MICROFOUNDATIONS OF TOURISM DEMAND; EMPIRICAL STUDIES OF TOURISM DEMAND; THE THEORY OF TOURISM SUPPLY AND ITS MARKET STRUCTURE; THE STRUCTURE, PERFORMANCE AND STRATEGIES OF TOURISM FIRMS; TOURISM IN AN INTERNATIONAL CONTEXT; TOURISM AND ENVIRONMENTAL ISSUES; ENVIRONMENTAL VALUATION AND SUSTAINABILITY; CONCLUSIONS; References; Name index; Subject index
Sommario/riassunto	Makes a key contribution from an economic standpoint to the understanding of tourism. Examining such issues as how tourism firms operate in national and global contexts, the effects of tourism on destination areas, the demand for tourism, and the interaction between tourism and natural environments, this comprehensive introduction explains how economic concepts and techniques can offer a clearer understanding of the subject.

