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Sommario/riassunto

As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry identify trends early and design proactive strategies to gain competitive advantage. Tourism Futures: dynamics, challenges and tools provides the readers with a comprehensive insight of the changes in the external business environment, and equips them with new managerial techniques and tools in order to adapt and profit from these changes and into the future. Written by a team of globally renowned thinkers and researchers, it provides the manager of tomorrow wi
