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Nota di contenuto	Cover -- Title Page -- Copyright -- Brief contents -- Contents -- Preface -- List of abbreviations -- Acknowledgements -- PART 1 DEFINING AND ANALYSING TOURISM AND ITS IMPACTS -- 1 An introduction to tourism -- Learning outcomes -- Why study tourism? -- Defining tourism -- The tourist product -- The nature of tourism -- The tourist destination -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- 2 The development and growth of tourism up to the mid-twentieth century -- Learning outcomes -- Introduction: the early years -- Travel in the Middle Ages -- Developments in road transport in the seventeenth to early nineteenth centuries -- The Grand Tour -- Authorisation to travel -- Other political hindrances to travel -- The development of the spas -- The rise of the seaside resort -- Conditions favouring the expansion of travel in the nineteenth century -- The age of steam -- Other late nineteenth-century developments -- The years 1900-1950 and the origins of mass tourism -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- 3 The era of popular tourism: 1950 to the twenty-first century -- Learning outcomes -- Tourism since World War II -- The growing importance of business travel -- The all-inclusive holiday -- Mass market tourism in its maturity -- The influence of information technology -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- 4 The demand for tourism -- Learning outcomes -- Introduction -- The tourist's needs and wants -- Travel motivation -- Travel facilitators -- Segmenting the tourism

market -- Consumer processes -- Making the decision -- Fashion and taste -- Factors influencing changes in tourist demand -- The future pattern of tourist demand -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading.

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#### Sommario/riassunto

The tourism industry is in a constant state of flux, where trends and attitudes are frequently susceptible to outside influences, including factors such as technological and economic change. *The Business of Tourism* by Chris Holloway and Claire Humphreys is the ideal textbook to help readers not only understand these new changes but look at them with a critical eye and predict future trends. This book is an

essential text for students of tourism management or travel and tourism. The historical context is combined with background theory and research, plus up-to-date international case studies. It examines in detail the tourism product, its impacts and the nature of the tourist, to provide the reader with a comprehensive understanding of the management of this important global industry. The result is a practical and relevant text for any student wishing to work in one of the many diverse sectors of the tourism industry.

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