



# Tourism: Principles, Practices, Philosophies

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

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The updated and expanded No. 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: extensive treatment of the changing world of travel distribution; a new look at the future of travel; new coverage of crisis management; updated lists of Internet sites for further research; and 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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