



Tourism: Principles, Practices, Philosophies

Charles R. Goeldner, J. R. Brent Ritchie

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Updated and expanded for the twenty-first century, this classic text remains the No. 1 introduction to tourism principles and practices. Now, in its ninth edition, "Tourism" provides a comprehensive introduction to the world's most rapidly growing industry. Tens of thousands of hospitality and tourism students worldwide have used previous editions of this classic text to launch their professional careers. Written by two internationally recognized experts, this book looks at the travel and tourism industry from a global perspective, offering insights into the economic, political, and social forces that drive and shape tourism. New material in this ninth edition includes: a look at the tourism industry in the twenty-first century; updated case problems; a current list of Web sites at the end of each chapter; and a full-color insert of travel and tourism photographs. Completely revised and redesigned with a beautiful, new two-color interior, "Tourism" examines how different components of the industry work together to create a unified, 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, Ninth Edition" is an invaluable book for students studying travel and tourism.



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