



Tourism: The International Business

Robert Christie Mill

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Suitable for introductory tourism classes in hotel and restaurant management and travel and tourism, this concise guide to how travel and tourism operate explores various facets of the subject. The text offers practical examples and advice on how to capture a share of the tourist market for a business, and is oriented towards management and the business side of the tourism industry. It examines the general principles of tourist movement, the means of travel and the characteristics of the market for each country. It then goes on to review various tourist destinations throughout the world, offers guidelines on developing a destination for tourism, pointing out pitfalls and outlining the benefits. Finally, the book provides material on the promotional techniques leading to success in the industry.

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