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Autor: Coles Tim/ Hall Michael

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Whether it's bungee jumping in Queenstown or visiting the Guinness factory in Dublin, where we travel - and what we do when we get there - has changed significantly in the past twenty years. This innovative textbook explores what is possibly the most unrecognized of international service industries, placing tourism in the context of contemporary globalization and trade in services. It provides new perspectives on tourism as a form of international business, and the implications for firms, the state and individuals.