

June 2013 Travel And Tourism Examination Papers

In this volume leading experts from different disciplines and diverse geographic regions discuss fundamental, often controversial topics in the field of tourism studies. The debates include subjects such as the concept of the 'tourist', the long-term sustainability of tourism development, the growth of volunteer tourism and the vulnerability of tourism.

OverbookedThe Exploding Business of Travel and TourismSimon and Schuster

The human resource (HR) profession has been on a long and challenging journey. Globalisation and sweeping policy changes have re-defined and re-aligned HR and its role. It is important for HR professionals to develop and become innovators in their respective industries. The Changing Role of the Human Resource Profession in the Asia Pacific Region is based on case-studies of retail, tourism, healthcare, security, education, and energy, spread across the greater Asia Pacific (AP) region. The book rests on the principle of the laws of attraction, that 'thoughts become things' and argues that acknowledging good human resource policies and practices can be a key influence on all aspects of an organisation. After an introduction, five chapters cover key topics: six major industries; changing HR practices across the AP; an insider's view on best practices; the role of HR in sustaining growth across the AP; and a conclusion looking towards the future of HR in the Asian Pacific Region. Based on real and contemporary case studies with a focus on six industries (Retail, Tourism, Healthcare, Security, Education and Energy) spread across the Greater AP region Highlights industry specific key HR challenges and suggests ways forward Records recent developments

Does travel broaden the mind? This book explores this question through an innovative sociological study of gap year travel. Taking a year out overseas between school and university is an increasingly legitimate practice for young people in the UK. But what do young people get out of gap years? A wide range of 'official' sources acknowledge gap years as a way of becoming a global citizen and more employable at the same time. Instead of automatically assuming that gap years are a 'good thing', this book critically considers how this contemporary rite of passage could contribute to the reproduction of structural disadvantage at both a national and international level in relation to young people's routes into education and employment, and representations of difference and distinction in cultural practices. The key argument running throughout the book is that well-established ways of thinking about and understanding the world are used to frame gap year experiences, including how other people and places are different; the influence of class in determining what has cultural value; and what sort of identity work is worthwhile. Gap years are located at a point where a number of fields overlap: education, employment and the consumption of leisure travel. A Cosmopolitan Journey? will therefore be of interest to students, academics and practitioners in these areas.

Neither the tourism industry nor the tourist has responded convincingly to calls for more responsibility in tourism. Ethical consumption places pressure on travellers to manage a large number of decisions at a time when hedonic motivations threaten to override other priorities. Unsurprisingly, tensions occur and compromises are made. This book offers new insight into the motivations that influence tourists and their decision-making. It explores how consumers navigate the responsible tourism market place and provide a rich understanding of the challenges facing those seeking to encourage travellers to become responsible. Not only will the book provide an improved interpretation of the complexity of ethical consumption in tourism, but it will also offer a variety of stakeholders a deeper understanding of: the key challenges facing stakeholders in the production and consumption of responsible tourism how ethical consumers can be influenced to consume ethically the gaps in consumer knowledge and how to broaden the appeal for individuals to make more informed ethical decisions how tour operators can respond to this emerging market by innovative product development how to design informative marketing communications to encourage a greater uptake for responsible holidays how destinations can tailor their products to the ethical consumer market how destination communities and management organisations can target responsible tourists through the provision of sustainable alternatives to mass-market holiday products. Written by leading academics from all over the world, this timely and important volume will be valuable reading for undergraduate and postgraduate students, researchers and academics interested in Tourism Ethics, Ethical Consumption and the global issue of Sustainability.

The sultanate's economy continues to enjoy the benefits of petroleum wealth, which has provided budget surpluses in most years and served as a backbone for growth. However, planning is well under way for an era in which oil will not be the main economic driver, with the twin goals of diversification and creating an increased number of private sector jobs at the top of the government's current agenda. Indeed, in recent years, the non-OPEC oil exporter's economy has been undergoing a steady transformation, reorienting from oil toward a more diverse set of service and industry-based economic activities. So far, progress has been promising. In 2011 oil and gas accounted for 38.8% of GDP. With the continuation of higher-than-expected energy prices in 2012, the government has increased economic investments accordingly. These investments, which include infrastructure, social programmes and small-business development, are aimed toward better preparing the country for its post-fossil fuel future.

One of our "best known and most influential business scholars" (Boston Globe), best-selling author Rosabeth Moss Kanter tackles America's most urgent domestic issue. Americans are stuck. We live with travel delays on congested roads, shipping delays on clogged railways, and delays on repairs, project approvals, and funding due to gridlocked leadership. These delays affect us all, whether you are a daily commuter, a frequent flyer, an entrepreneur, an online

shopper, a job-seeker, or a community leader. If people can't move, if goods are delayed, and if information networks can't connect, then economic opportunity deteriorates and social inequity grows. We have been stuck for too long, writes Harvard Business School professor and best-selling author Rosabeth Moss Kanter. In *Move*, Kanter visits cities and states across the country to tackle our challenges—and reveal solutions—on the roads and rails, and in our cities, skies, and the halls of Washington, D.C. We meet a visionary engineer and public servant spearheading an underwater tunnel in Miami to streamline port operations and redirect constant traffic from the city center. We see mayors partnering with large corporations and nimble entrepreneurs to unveil parking apps, bike-sharing programs, and seamless Wi-Fi networks in greener, more vibrant, more connected cities. And we learn about much-needed efforts—such as dynamic tolls on highways and fees based on vehicle miles traveled—to reduce our dependence on the outmoded gasoline tax in our new electric car age. It all adds up to a new vision for American mobility, where local leaders shape initiatives without waiting for Congress to act, and ambitious companies partner with governments to tackle projects that serve the public good, create jobs, and improve quality of life while providing healthy sources of investment. With unique insight and unrivaled expertise, Kanter gives us a sweeping look across America, revealing the innovative projects, vital leaders, and bold solutions that are moving our transportation infrastructure toward a cleaner, faster, and more prosperous future.

Containing thirteen chapters by Indian and European scholars and practitioners, this volume critically examines the multifarious domestic and external challenges that Pakistan confronts today. It discusses the vicissitudes of the European Union's relations with Pakistan and the cultural, economic, political and military relations of Central Europe and key European countries—France, Germany and the United Kingdom—with Pakistan. The study highlights the different approaches of India and the European Union towards the Kashmir dispute and the considerations, concerns and policy of the EU towards democracy promotion in Pakistan. It also seeks to answer the question whether the relationship between the North Atlantic Treaty Organization and Pakistan is a transactional relationship or an enduring partnership. The book analyses the problems faced by Pakistan's oil and gas sector and the challenges and opportunities for European companies to expand Pakistan's energy basket. The volume examines the nature, dynamics and challenges of social integration and political participation by the Pakistani diaspora in the United Kingdom. It also explores the political context that shapes both policy and discourse on immigrant integration with special reference to the Pakistani diaspora's lived experience in three Scandinavian countries. The study will be of interest to all those engaged in the fields of political science, international relations, European politics and foreign policy and Indian and South Asian politics and foreign policy.

This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand

and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the “digitization of word of mouth” via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

This book explores the relationship between tourism and the moving image, from the early era of silent moving pictures through to cinema as mass entertainment. It examines how our active and emotional engagement with moving images provides meaning and connection to a place that can affect our decision-making when we travel. It also analyses how our touristic experiences can inform our film-viewing. A range of genres and themes are studied including the significance of the western, espionage, road and gangster movies, along with further study of film studio theme parks and an introduction to the relationship between gaming and travel. This book will appeal to tourism scholars as well as film studies professionals, and is written in an accessible manner for a general audience.

Wildlife tourism is a growing multimillion-dollar industry within the hospitality and tourism industry. Wildlife tourism, in its simplest sense, is the creation of tour packages for watching wild animals in their natural habitats, and is particularly important in African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka, and Maldives, among others. This new book brings together the best voices in the field of wildlife tourism and provides a key understanding of wildlife tourism. It explores many important aspects of wildlife to date with related implications for various sectors, such as technology, education, corporations, and policymaking.

Processes of globalization have led to diasporic groups longing for their homelands. One such group includes descendants from African ancestors displaced by the trans-Atlantic slave trade, who may be uncertain about their families' exact origins. Traveling home often means visiting African sites associated with the slave trade, journeys full of expectations. The remembrance of the slave trade and pilgrimages to these heritage sites bear resemblance to other diasporic travels that center on trauma, identification, and redemption. Based on over two years of ethnographic fieldwork with both diaspora Africans and Ghanaians, this book explores why and how Ghana has been cast as a pilgrimage destination for people of African descent, especially African Americans. Grounding her research in Ghana's Central Region where slavery heritage tourism and political ideas promoting incorporation into one African family are prominent, Reed also discusses the perspectives of ordinary Ghanaians, tourism stakeholders, and diasporan "repatriates." Providing ethnographic insight into the transnational networks of people and ideas entangled in Ghana's pilgrimage tourism, this book also contributes to better understanding the broader global phenomenon of diasporic travel to homeland centers.

Sustainability and green topics have become a crucial element in modern economy. All sectors of the economy are concerned, also the tourism industry. This book takes an overview on developments of sustainability in tourism from a multidisciplinary view point: economy, marketing, social science, media studies, political studies. In order to understand the long term changes in the field it is important to include different scientific approaches.

This report highlights key tourism policy developments, focuses on issues that rank high on the policy agenda in the field of tourism and provides a broad overview and interpretation of tourism trends in the OECD area and beyond.

As the field of tourism grows in maturity and scientific sophistication, it is important to fully understand the breadth and depth of vacation experience value. This book evaluates this experience, as it is created and co-created by the tourist engaging in the experience, for himself, other tourists and the tourism firm. Providing a framework to distinguish among key resources or antecedents of customer value, this book also considers consumer behaviour.

This book presents state-of-the-art research into the application of information and communication technologies to travel and tourism. The range of topics covered is broad, encompassing digital marketing and social media, mobile computing and web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment, and the sharing economy. There is a particular focus on the development of digital strategies, the impact of big data, and the digital economy. In addition to the description of research advances and innovative ideas, readers will find a number of informative industrial case studies. The contents of the book are based on the 2017 ENTER eTourism conference, held in Rome. The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism.

This new book focuses on the important concern of sustainability in tourism and hospitality industry. As the world's natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource redeployment, and sustainable livelihoods as well. The tourism and hospitality industry is a large deployer of natural and created resources. Some of the themes the book addresses include: designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels- a Green Approach technology and sustainability marketing sustainability to consumers sustainable culinary practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the realms of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environmental challenges are also discussed. This book is futuristic with lot of practical insights for the students, faculty, and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.

This book looks at a variety of topics from a UNWTO prospective: tourism statistics, the flow of tourists by country, the protection and safeguarding of tourism 2019; natural assets, tourism's impact on world trade, tourists' interactions, and tourism's promotion across countries. A definitive book on all aspects of travel and tourism.

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives and interpretations of how tourists, as customers, create value alone and with others. Now updated throughout, Creating

Experience Value in Tourism, 2nd Edition provides a clarification of these approaches as well as a practical translation as to how they can work within industry. Concluding with a summary of the areas for future research, this is a key resource for researchers, particularly those interested in experience value and co-creation, as well as a useful read for students of tourism and related industries.

Routledge Handbook of Tourism and Sustainability from C. Michael Hall, Stefan Gössling, Daniel Scott is one of the winners of the ITB Book Awards 2016 in the category Specialist tourism literature! Sustainability remains one of the major issues in tourism today. Concerns over climate and environmental change, the fallout from the global economic and financial crisis, and the seeming failure to meeting UN Millennium development goals have only reinforced the need for more sustainable approaches to tourism, however they be defined. Given the centrality of sustainability in tourism curricula, policies, research and practice it is therefore appropriate to prepare a state of the art handbook on the relationship between tourism and sustainability. This timely Handbook of Tourism and Sustainability is developed from specifically commissioned original contributions from recognised authors in the field, providing a systematic guide to the current state of knowledge on this area. It is interdisciplinary in coverage and international in scope through its authorship and content. The volume commences with an assessment of tourism's global environmental, e.g. climate, emissions, energy use, biodiversity, water use, land use, and socio-economic effects, e.g. economic impacts, employment and livelihoods, culture. This then provides the context for sections outlining the main theoretical frameworks and constructs that inform tourism and sustainability, management tools and approaches, and the approaches used in different tourism and travel industry sectors. The book concludes by examining emerging and future concerns in tourism and sustainability such as peak-oil, post-carbon tourism, green economy and transition tourism. This is essential reading for students, researchers and academics interested in the possibilities of sustainable forms of tourism and tourism's contribution to sustainable development. Its assessment of tourism's global impact along with its overviews of sectoral and management approaches will provide a benchmark by which the sustainability of tourism will be measured for years to come.

Following on from The Entertainment Industry: An Introduction, Entertainment Management takes the next step in the development of entertainment as a practice and as an academic subject. Aimed at higher level undergraduates, the book discusses best practices in the entertainment industry, profiling a different discipline per chapter, each one a branch of entertainment that offers employment opportunities within the sector. Fields include marketing, P.R., the media, live events, artist management, arts and culture, consultancy and visitor attractions. The book aims to reflect the knowledge students will need for real world of entertainment management such as technical standards, business management,

people management, economic aspects and legal issues. Each chapter discusses the background of the discipline, best practice management principles, issues in the wider environment, case studies of real organisations and future trends. The concept of the green economy has now entered mainstream policy debates and been endorsed by a range of United Nations and other organizations. The Rio+20 UN conference specifically drew attention to the green economy approach in the context of sustainable development to move away from business-as-usual practices, act to end poverty, address environmental destruction and build a bridge to the sustainable future. It is increasingly recognized that the tourism sector can make a major contribution to the green economy through more sustainable practices, climate change mitigation and ecotourism. The role of tourism sector will continue to be crucial in the post-2015 sustainable development agenda too. However, there are ambiguities about how tourism and allied industries can maximize their contribution to human well-being and ensure environmental sustainability, embracing issues of political economy, geography and business ethics. In this context, this book provides consensus about what the green economy entails, what role tourism can play in a green economy, early responses from many countries, on-going and emerging research initiatives that will enable tourism's transition to a green economy. The chapters address three key themes: understanding the Green Economy concept and the role of tourism; responses and initiatives in greening tourism; and emerging techniques and research implications. A wide range of case studies from around the world and in different contexts is included to demonstrate the extent of the challenge and range of opportunities for the tourism industry.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism

CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Travel, Tourism and Identity addresses the psychological and social adjustments that occur when people make contact with others outside their social, cultural, or linguistic groups. Whether such contact is the result of tourism, seeking exile, or relocating abroad, the volume's contributors demonstrate how one's identity, cultural assumptions, and worldview can be brought into question. In some cases, the traveller finds that bridging the social and cultural gap between himself and the new society is fairly easy. In other cases, the traveller discovers that reorienting himself requires absorbing a new cultural history and traditions. The contributors argue that making these adjustments will surely enhance the traveller's or tourist's experience; otherwise the traveller or tourist will be at risk of becoming a marginalized figure, one disconnected from the society that surrounds him. This latest volume in the Culture & Civilization series features a collection of essays on travel and tourism. The essays cover a range of topics from historical travels to modern social identities. They discuss ancient travels, contemporary travels in Europe, Africa and sustainable eco-tourism, and the politics of tourism. Essays also address experiences of Grenada's "Spice Island" identity, and the effects of globalization and migrations on personal identity.

Transport is an inherent part of tourism; whether as a functional means of transportation, such as between origin and destination or within the destination; or as a key element of the holiday experience itself, as in cruising or traveling along scenic or historic routes. This book provides the necessary background information to gain a comprehensive understanding of transportation markets, with each of the three modes of transportation – air, ground and marine – explored in detail. Each section includes definitions, the historical development of the market and international institutional frameworks, with case studies, learning objectives and study questions incorporated to facilitate an active learning process.

BPP Learning Media is proud to be the official publisher for CTH. Our CTH Study Guides provide the perfect tailor-made learning resource for the CTH examinations and are also a useful source of reference and information for those planning a career in the hospitality and tourism industries.

"Southeast Asian Affairs is the only one of its kind: a comprehensive annual review devoted to the international relations, politics, and economies of the region and its nation-states. The collected volumes of Southeast Asian Affairs have become a compendium documenting the dynamic evolution of regional and national developments in Southeast Asia from the end of the 'second' Vietnam War to the alarms and struggles of today. Over the years, the editors have drawn on the talents and expertise not only of ISEAS' own professional research staff and visiting fellows, but have also reached out to tap leading scholars and analysts elsewhere in Southeast and East Asia, Australia and New Zealand, North America, and Europe. A full list of contributors over forty years reads

like a kind of whos' who in Southeast Asian Studies. Regardless of specific events and outcomes in political, economic, and social developments in Southeast Asia's future, we can expect future editions of Southeast Asian Affairs to continue to provide the expert analysis that has marked the publication since its founding. It has become an important contributor to the knowledge base of contemporary Southeast Asia." - Donald E. Weatherbee, Russell Distinguished Professor Emeritus, University of South Carolina

This is the first book to explore research on visiting friends and relatives (VFR). In many countries VFR is the largest single travel-related market and for some regional economies accounts for over half of all tourism flows. In assembling an international collection of quality VFR-related research the editors present the profiles, characteristics, opportunities and behaviours of VFR travel for the benefit of researchers, industry practitioners and educators. This holistic and international approach to understanding VFR travel provides a state of the art understanding of the context, dynamics and implications of VFR travel and will be an essential resource for postgraduate students, researchers and also practitioners.

"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and technology"--Provided by publisher.

This book explores and challenges the relationship between tourism and development and establishes a conceptual link between the discrete yet interconnected disciplines of tourism studies and development studies. This new edition includes fully updated chapters drawing on contemporary knowledge as well as five new chapters that consider emergent themes in the study of tourism and development.

This book provides a combination of case studies and current action research describing how businesses and civil society organizations are working to alleviate poverty in local and global communities. It intends to provide conceptual and research rationales for why management education and management institutions must address the issue of poverty. The book responds to one of the major findings from the research of the PRME Working Group on Poverty that the topic of poverty still lacks a strong business case for management educators and program/institutional administrators. The distinctive features of this book are that it: (1) includes examples of small and medium-sized (SME) businesses; (2) deals with the issue of poverty as a human rights violation; (3) explores the issue of absolute versus relative poverty; (4) deals with leadership challenges in organizations committed to poverty alleviation; and (5) discusses the issues in terms of management education's responsibility for setting new management, research institutional and intellectual agendas. The first of two books to be produced by the PRME Working Group on Poverty, Socially Responsive Organizations and The Challenge of Poverty aims to provide both researchers and practitioners with the most wide-ranging coverage yet published on how business can be a positive force in alleviating poverty and how management education needs to adapt to this increasingly crucial prerogative.

More than sixty years since the 1948 Universal Declaration of Human Rights first enshrined the right to freedom of movement in an international charter of human rights, the issue of mobility and the right to tourism itself have become increasingly significant

areas of scholarly interest and political debate. However, despite the fact that cross-border travel implies certain citizenship rights as well as the material capacity to travel, the manifold intersections between tourism and citizenship have not received the attention they deserve in the literature. This book endeavours to fill this gap by being the first to fully examine the role of tourism in wider society through a critically-informed sociological reflection on the unfolding relationships between international tourism and distinct renderings of citizenship, with particular emphasis on the ideological and political alignments between the freedom of movement and the right to travel. The text weaves its analysis of citizenship and travel in the context of addressing large-scale societal transformations engendered by globalization, neoliberalism and the geopolitical realignments between states, as well as comprehending the internal reconfiguring of the relationship between citizens and states themselves. By doing so, it focuses on key themes including: tourism and social citizenship rights; race, culture and minority rights; states, markets and the freedom of movement; tourism, peace and geo-politics; consumerism and class; and, ethical tourism, global citizenship and cosmopolitanism. The book concludes that the advancement of genuinely democratic and just forms of tourism must be commensurate with demands for distributive justice and a democratic politics of mobility encompassing all of humanity. This timely and significant contribution to the sociology and politics of international tourism through the lens of citizenship is a must read for students and scholars in both in the fields of tourism and social science. The royalties received from this book will be donated to the International Porter Protection Group.

Increased tourism benefits local economies by creating more revenue and employment options as interest in the location grows. However, as the hospitality and travel industry continues to grow and adapt, it becomes imperative that they implement socially responsible procedures. Corporate Social Responsibility in the Hospitality and Tourism Industry discusses issues and challenges faced by organizations implementing responsible business practices within the travel, hotel, leisure and hospitality industries. Featuring best practices and theoretical concepts on the support of local economies, ethical sourcing of native goods, and sustainability procedures, this publication is a vital source for policy makers, academicians, researchers, students, technology developers, and government officials interested in emergent ethical and moral practices within the travel industry.

Only virtuous humans are supposed to move in time to meet their happy destiny or karma. The tale of Jamal in Slumdog Millionaire is such a case of serendipitous mobility towards riches and love – a ‘journey’ in which good heroes and urban communities respecting solidarity are successfully modernised. Unsurprisingly, the film became tangled in many controversies around India’s destiny in the world: the film inserted Mumbai into various financial, political and artistic scenes, increased tourism in its filmed slums, and brought about charity projects in which celebrities and tourist businesses were involved. Slumdog Millionaire served as a global example of a ‘developing country’s’ uneven but unique modernisation. This book examines such mobilities of ideas, art, tourism and activism together. In doing so, it

reveals the significance of Mumbai as a post-colonial city in discussions of modernity – a form of mobile adaptation to new world realities. Tzanelli examines the various agents involved in controversies through multiple virtual and real journeys to India's colonial history and present social complexity, with a view to actualise a post-colonial future, a 'destiny' as the country's serendipitous destination. Addressed to interdisciplinary audiences, the book will be a useful text for students and scholars of globalisation, mobility, tourism, media and social movement theory.

"Travel is no longer a past-time but a colossal industry, arguably one of the biggest in the world and second only to oil in importance for many poor countries. One out of 12 people in the world are employed by the tourism industry which contributes \$6.5 trillion to the world's economy. To investigate the size and effect of this new industry, Elizabeth Becker traveled the globe. She speaks to the Minister of Tourism of Zambia who thinks licensing foreigners to kill wild animals is a good way to make money and then to a Zambian travel guide who takes her to see the rare endangered sable antelope. She travels to Venice where community groups are fighting to stop the tourism industry from pushing them out of their homes, to France where officials have made tourism their number one industry to save their cultural heritage; and on cruises speaking to waiters who earn \$60 a month--then on to Miami to interview their CEO. Becker's sharp depiction reveals travel as a product; nations as stewards. Seeing the tourism industry from the inside out, the world offers a dizzying range of travel options but very few quiet getaways"--

Research Handbook on EU Consumer and Contract Law takes stock of the evolution of this fascinating area of private law to date and identifies key themes for the future development of the law and research agendas. The Handbook is divided into three parts:

This book features more than 95 papers that were presented at the bi-annual Regional Conference on Science, Technology and Social Sciences, RCSTSS 2014, which was organized by Universiti Teknologi MARA Pahang. It covers topics ranging from communications studies, politics, psychology, education, religious studies as well as business and economics. The papers, which have been carefully reviewed, include research conducted by academicians locally, regionally and globally. They detail invaluable insights on the important roles played by the various disciplines in science, technology and social sciences. Coverage includes accounting, art and design, business, communication, economics, education, finance, humanity, information management, marketing, music, religion, social sciences and tourism. Throughout, clear illustrations, figures and diagrams complement the research. The book is a significant point of reference to academicians and students who want to pursue further research in their respective fields. It also serves as a platform to disseminate research findings as a catalyst to bring out positive innovations on the development of the region. Luisa Wolter examines the travel motivations and interests of natural park visitors to Mallorca with a special focus on

sustainable tourism development. The data for the study were collected from tourists in the two natural parks s' Albufera and Llevant in the North of Mallorca. Based on the results of the analysis, natural area managers can develop new products and marketing strategies that address their very own visitors, contribute to the sustainable development of their region, and influence the visitors' views and behaviors by raising environmental awareness.

Globalization affects urban communities in many ways. One of its manifestations is increased intercity competition, which compels cities to increase their attractiveness in terms of capital, entrepreneurship, information, expertise and consumption. This competition takes place in an asymmetric field, with cities trying to find the best possible ways of using their natural and created assets, the latter including a naturally evolving reputation or consciously developed competitive identity or brand. The Political Economy of City Branding discusses this phenomenon from the perspective of numerous post-industrial cities in North America, Europe, East Asia and Australasia. Special attention is given to local economic development policy and industrial profiling, and global city rankings are used to provide empirical evidence for cities' characteristics and positions in the global urban hierarchy. On top of this, social and urban challenges such as creative class struggle are also discussed. The core message of the book is that cities should apply the tools of city branding in their industrial promotion and specialization, but at the same time take into account the special nature of their urban communities and be open and inclusive in their brand policies in order to ensure optimal results. This book will be of interest to scholars and practitioners working in the areas of local economic development, urban planning, public management, and branding.

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