



## Introduction to Tourism

*By Leonard J Lickorish, Carson L Jenkins*

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An Introduction to Tourism is the essential guide to the tourism industry. It provides a comprehensive and authoritative introduction to all facets of tourism including:

the history of tourism; factors influencing the tourism industry; tourism in developing countries; sustainable tourism; forecasting future trends.

Tourism has changed radically in recent years with the onset of many technological and economic changes and an ever increasing concern for the environment. This book provides a down-to-earth introduction to this complex and multi-faceted industry.

This invaluable introduction is written for all students of tourism and all those involved in the industry who want to know more about the structure, component activities and environment within which they work.

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## **Editorial Review**

### **Review**

"An extremely useful introduction of the subject by two eminent writers. There is a useful means of examples to illustrate theory."

Visiting Professor, Reading University

'Since few hospitality, recreation, transportation, or attraction managers have a grasp of the entire tourism sector and the issues that weave through it, this book is an excellent introduction to the broad scope of tourism, from history through interindustry links and impacts, to the government role and the future of this rapidly changing phenomenon'

Douglas C. Frechtling, George Washington University, Journal of Travel Research.

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