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VULNERABILITY AND SUSTAINABILITY IN THE GLOBAL TOURISM INDUSTRY



Alan Nankervis

Vulnerability and
sustainability in the global
tourism industry

A model for practice

VDM Verlag. Paperback. Condition: New. 156 pages. Dimensions: 8.7in. x 5.9in. x 0.4in. This book explores the nature, structure, culture, products and services of the global tourism industry, with a particular focus on its inherent vulnerability to a plethora of internal and external pressures and opportunities. Vulnerabilities discussed include the dynamic global environment (political, economic, social and technological domains), changing customer markets, supply chain issues between interconnected tourism sectors and service providers, the degradation of tourism products, public and private sector...

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