

The Struggle For Sustainable Tourism Development

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Date: January 2017

Pages: 50

Price: US\$ 1,325.00 (Single User License)

ID: S9B96C9FB6CEN

Abstracts

With 2017 being the UN International Year of Sustainable Tourism for Development, this report provides a conceptual and practical view of the key issues, developments, initiatives, opportunities and challenges that the tourism industry, and in particular the hospitality industry, faces with regards to sustainable development. The report suggests that tourism businesses need to look beyond the business case and involve all stakeholders, even if this will throw up challenges.

Euromonitor International's The Struggle For Sustainable Tourism Development global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

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leading brands;

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