

# The Struggle For Sustainable Tourism Development

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## 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.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

Introduction  
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Getting Travellers Involved  
Outlook and Recommendations

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