



Contemporary Tourism

Chris Cooper, C. Michael Hall

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The study of tourism and indeed the tourism industry is changing constantly. Contemporary Tourism: an international approach presents a new and refreshing approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism. In particular, it highlights the ongoing threats from terrorism and health scares faced by the tourism industry today, and discusses the related security and risk management strategies, illustrating the potential implications for the patterns and flow of tourism in the future.

Divided into five sections, each chapter has a thorough learning structure including chapter objectives, examples, discussion points, self review questions, checklists and case studies. Cases will be both thematic and destination-based and always international. They will be used to emphasise the relationship between general principles and the practice of tourism looking at areas such as business and special interest tourism and the role of technology. The five sections will cover: Contemporary Tourism Systems; The Contemporary Tourist; The Contemporary Tourist Destination; Tourism Futures; Teaching and Studying Contemporary Tourism. The text will also provide an annotated, authoritative and thorough set of resources to guide the reader through the topic area including online resource sites for both students and lecturers.

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