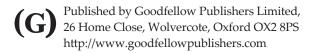
Contemporary Tourism: An International Approach

Fifth Edition

Chris Cooper and C. Michael Hall



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List of acronyms

BAU Business as usual

BTS Bureau of Transport Statistics CO₂-e Carbon Dioxide equivalent

CRM Customer relationship management

CSR Corporate social responsibility

DMO Destination Marketing Organization
DOT U.S. Department of Transportation

EU European Union

FIFA Fédération Internationale de Football

FMCG Fast moving consumer goods

FOE Friends of the Earth

GFN Global Footprint Network

GHG Greenhouse gas

IPCC Intergovernmental Panel on Climate Change

IACVB International Association of Convention and Visitor Bureaus

IATA International Air Transport Association
ILO International Labour Organization
IMO International Maritime Organization

KM Knowledge management

NHTS National Household Travel Survey

NPD New product development

PIIT Partial industrialisation in tourism

PR Public relations

SADC Southern African Development Community
UNEP United Nations Environment Programme

UNESCO United Nations Educational, Scientific and Cultural Organization
UNFCC United Nations Framework Convention on Climate Change

UNWTO United Nations World Tourism Organization

VFR Visiting Friends and Relations
WTTC World Travel and Tourism Council

Preface and Acknowledgements

We found ourselves writing this book in a time of unprecedented change for tourism. Of course, the drivers of this change continue to be technological – AI, robotics, blockchain and virtual reality; environmental – dominated by the response of tourism to climate change and the imperative to decarbonise; and social with shifting political landscapes and a changing tourism marketplace. As if this was not enough, punctuating these background drivers of change has been the impact of both the COVID-19 pandemic and the war in Ukraine. In response, this book provides frameworks to understand how tourism fits into this changing world and how it is both impacted and responding.

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