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2ND EDITION

Managing Sustainable Tourism: A Legacy for the Future

By David L. Edgell Sr (East Carolina University, USA)

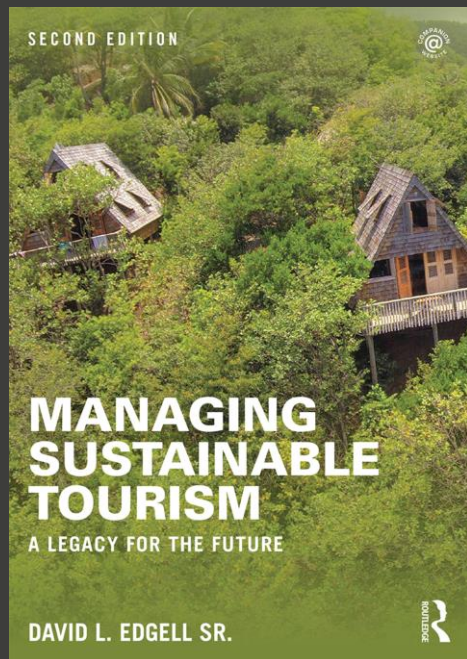
Managing Sustainable Tourism tackles the tough issues of tourism such as negative environmental impact and cultural degradation, and provides answers that don't sacrifice positive economic growth. It offers practical plans for fostering harmonious relationships among local communities, the private sector, not-for-profit organizations, academic institutions, and governments at all levels as well as develops management practices and philosophies that protect natural, built, and cultural environments while reinforcing positive and orderly economic growth.

This second edition has been revised and updated in the following ways:

- Updated content to reflect global tourism issues and trends, including: impact of climate change, global warming, responsible tourism, strategic policy and planning, and marketing the sustainable tourism product
- Important views of sustainable tourism as reflected in remarks by the Secretary-General of the World Tourism Organization and by the President and Chief Executive Officer of the World Travel and Tourism Council
- New approaches to the marketing of sustainable tourism products that includes introduction of "The Ten 'P's of Sustainable Tourism Marketing": *product, programing, price, place, promotion, partnership, packaging, positioning, people, and planning.*
- Each chapter of the book is followed by a special case study which adds additional research and notes clearly illustrating ideas and practical suggestions with respect to sustainable tourism.

Sustainable tourism, as shared through this new edition, is a legacy for the future and a potential driving force toward responsible economic development, conservation of the natural environment, and the promotion of socio-cultural attributes of destinations.

For more details, or to request a copy for review, please contact:
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Table of Contents:

1. A Philosophic Approach to Sustainable Tourism
2. The Worldly Travelers and a Sense of Sustainability
3. Sustainable Tourism Milestones: Twentieth and Twenty-first Centuries
4. Sustainable Tourism and the United Nations Millennium Development Goals
5. Rural Tourism and Sustainability
6. Sustainable Tourism and the Prospects for Peace
7. Strategic Planning for Sustainable Tourism
8. Marketing the Sustainable Tourism Product
9. Managing Sustainable Tourism in the New Millennium
10. Future World Tourism Issues that will Impact on Managing Sustainable Tourism

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