

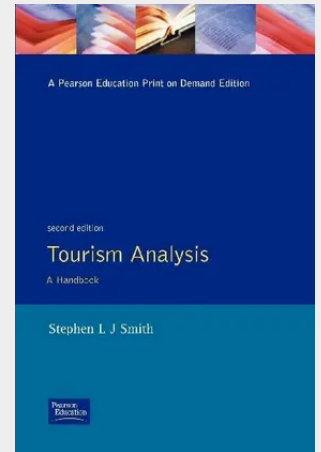
Smith

Tourism Analysis

A Handbook

Provides practical advice on the use of quantitative techniques used in tourism. Thoroughly revised and updated, the new edition includes new guidelines for domestic and international statistics produced by the World Tourism Organization. The book provides practical tools for both market planning as well as for product assessment, especially regional and environmental planning.

Continuing to provide practical advice and guidance on the use of quantitative analytical techniques, Tourism Analysis has been revised and updated to keep students fully informed on: Recent changes in measurement and definitional issues in Tourism statistics. Tourism and the environment, focusing on methods for measuring and monitoring tourism sustainability and environmental impacts. Recent methodological developments of cost-benefit analysis. More attention to analysis techniques.



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