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Pressure on national and local governments to rapidly develop their tourism potential to meet demand and produce benefits, makes it more essential than ever to plan carefully and consider the human and environmental impacts of tourism development. That is why, as Secretary-General of the World Tourism Organization, I am pleased to see the serious analysis of the problems and prospects of the tourism sector as presented in this third edition.
-- Francesco Frangialli, Secretary-General, World Tourism Organization

Now in its third edition, **Global Tourism** draws on the insight of thirty-nine contributors to chronicle and foresee the effects of tourism on contemporary society. Contributors provide interdisciplinary, international perspectives on the critical questions, problems, and opportunities facing the tourism industry.

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Fully revised and re-developed, new chapters examine:
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* Difference in travel characteristics of significant travel segments
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