



Come Closer: How Tourism Is Shaping the Future of Nations

By ANITA MENDIRATTA

MYRIAD PUBLICATIONS INTERNATIONAL. Hardcover. Book Condition: New. Hardcover. 168 pages. Dimensions: 9.1in. x 6.1in. x 0.9in. An invaluable resource for tourism leaders, policy makers and stakeholders as they drive the global tourism economy forward. Covering topics from the role of government, diplomacy, tourism investment, and destination branding to niche tourism development, media, tourism safety and green tourism, COME CLOSER offers a framework for strategic and practical tourism economy management and competitiveness. The book includes valuable direction for managing the fine balance of government and private industry in tourism to create shared, sustainable destination growth. Using emotive anecdotes to bring readers closer to the heartbeats of the people who inspire and direct industry growth, Mendiratta's collection of topics helps introduce critical aspects of tourism sector development. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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