

PART I: THE TRAVELING PUBLIC AND TOURISM PROMOTERS

Introducing the World's Largest Industry, Tourism
Marketing to the Traveling Public
Delivering Quality Tourism Services
Bringing Travelers and Tourism Service Suppliers Together
Capturing Technology's Competitive Advantages

PART II: TOURISM SERVICE SUPPLIERS

Transportation
Accommodations
Food and Beverage
Attractions and Entertainment
Destinations

PART III: THE TOURISM ENVIRONMENT

Economic and Political Impacts of Tourism
Environmental and Social/Cultural Impacts of Tourism
Sustaining Tourism's Benefits
The Future of Tourism