



# Travel and Tourism: An Industry Primer

By Paul S. Biederman

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Written by a former chief economist at Trans World Airlines and now an adjunct professor at New York University with contributions from academic and professional experts in their fields, this book will lead readers through the economic fundamentals of each sector, examine travel and tourism's domestic and global impact and provide some of the basic tools necessary for decision-making in the industry. Learning Objectives; End of chapter summaries; Margin glossaries; Website listings; Interviews with industry leaders; Focus on Technology inserts; Over 200 photographs and illustrations; A look into the future. A comprehensive experience for readers looking to make careers in travel and tourism as well as industry professionals already there!

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## **Travel and Tourism: An Industry Primer** By Paul S. Biederman Bibliography

- Rank: #682229 in Books
- Published on: 2007-04-15
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x 1.50" w x 8.00" l, 2.90 pounds
- Binding: Hardcover
- 640 pages

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## **Editorial Review**

From the Back Cover

### **TRAVEL AND TOURISM: An Industry Primer**

Paul S. Biederman

with Jun Lai

Jukka M. Laitamaki

Hannah R. Messerli

Peter D. Nyheim

Stanley C. Plog

A comprehensive educational experience for students looking to make careers in travel and tourism as well as industry professionals already there, this book is organized to serve undergraduate and graduate programs and non-academic readers alike. Written by a former chief economist at Trans World Airlines and now an adjunct professor at New York University with contributions from academic and professional experts in their fields, this book will lead readers through the economic fundamentals of each sector, examine travel and tourism's domestic and global impact and provide some of the basic tools necessary for decision-making in the industry.

The contents include:

Learning Objectives

End of chapter summaries

Margin glossaries

Discussion questions

Website listings

Interviews with industry leaders

Focus on Technology inserts

Over 200 photographs and illustrations

A look into the future

“Dr. Biederman and his contributing authors have written the ideal text combining explanations on how the various sectors work separately and together, their performance and prospects, current statistics, case studies, online resources and industry interviews.”

*Dr. Lalia Rach, Associate Dean and HVS International Chair,  
Preston Robert Tisch Center for Hospitality, Tourism and Sports  
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