



The Tourism and Leisure Industry: Shaping the Future

Kaye Sung Chon

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The Tourism and Leisure Industry: Shaping the Future Kaye Sung Chon

Find out how the ways we live and work are changing the ways in which we play!

As populations grow and urbanization increases, social class, income, and ethnicity are influencing where and when people travel. *The Tourism and Leisure Industry: Shaping the Future* gives you the knowledge and skills you need to keep your business on top of this competitive field. An essential read for all leisure and tourism experts, this book analyzes and explains demographics, global supply and demand, globalization, intercultural behavior, and mobility to help you forecast future consumer needs.

This insightful book also predicts new markets and products to help you tailor your business to the tourism and leisure trends of the next generation. *The Tourism and Leisure Industry: Shaping the Future* evaluates traditional leisure time activities, such as theme parks and sporting events as well as the fastest growing activities, such as leisure-based wellness resorts. Find out what the populations of different countries are expecting from their free time in terms of temporal aspects, benefits, and location. Get up-to-date advice on information technology and see how it will be changing the way you do business.

The Tourism and Leisure Industry: Shaping the Future focuses on a variety of factors impacting tourism today, including:

- changes in social values
- intercultural technology races
- changed economic market conditions
- changing lifestyle trends
- population growth
- networked economies
- the growing market for senior travelers

The Tourism and Leisure Industry: Shaping the Future is your contemporary guide to the next steps in the evolution of tourism and leisure. Filled with tables and figures to help you organize and understand the information it presents, this book is easy to read yet suitable for any expert in the leisure field. With case studies, research reports, and extensive bibliographies, it is a vital resource for destination managers, consultants, and teachers alike.

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