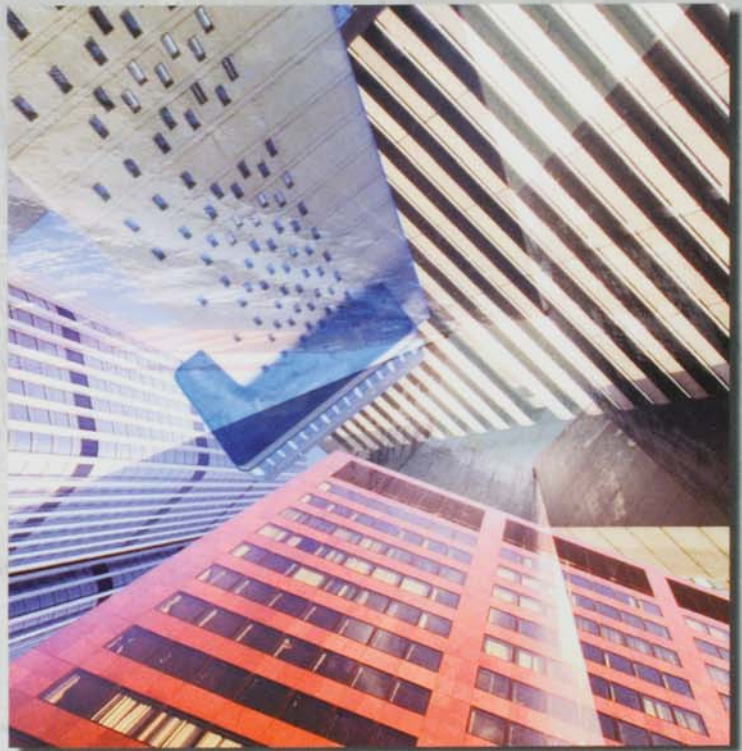


Tourism and Hospitality in the 21st Century



Edited by
A. Lockwood
and S. Medlik



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Preface

Throughout the world more people than ever travel and stay away from home. Tourism and hospitality are the world's major industries, which are in large part responsible for much economic growth, balance of payments, employment and regional balance in their countries. They are also important socially, culturally and environmentally – for those who become tourists and for their hosts. The future of tourism and hospitality is of interest to many businesses and other organizations, as well as governments.

This volume contemplates the future of these activities. It draws on invited contributions to the first international conference of the millennium year on 'Tourism and Hospitality in the 21st Century' at the University of Surrey in Guildford, England, in January 2000. The authors' original contributions have been edited at the discretion of the editors because of limitations of space, the need to conform otherwise to the issued guidelines, or for other reasons.

Many authors are from Britain but more than half come from the rest of Europe, North America and other parts of the world. They represent a wide range of interests involved in tourism and hospitality, and while many come from universities, most work in business, consultancy and other organizations. Their profiles are given in the list of contributors, where affiliations shown are those at the time they submitted their papers.

The book follows the successful structure of the conference programme of three main parts. Part One, consisting of nine chapters, reflects the conference plenary sessions and deals with global views. Part Two, comprising seven chapters, corresponds to the conference regional workshops and is concerned with global regions' futures and prospects. Part Three, with eleven chapters, covers most of the conference sectoral workshops and examines the futures and prospects of the component sectors. The concluding chapter reviews the problems and challenges and highlights some thoughts expressed in the three main parts of the book.

Like the conference, the book sets out to introduce educators and practitioners as well as others with an interest in the future, to the new century and the shape of things to come.

Written as it was by an international team of contributors for an international conference, and coming as it does from an international publishing company, it is aimed at an international audience. It would not have been possible without the cooperation of the authors, conference organizers or publishers, and to all of them we express our appreciation.

*A. Lockwood
S. Medlik
Guildford, 2000*