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industry and
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ignore the long-run evolution of the industry and its capacity to solve its own problems. This book provides a comprehensive profile of the industry as it has evolved, both before and since

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The authors identify the problems the industry faces, assess their severity and their underlying causes, and indicate whether government policy can play an effective role in

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They also

develop a basis

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Morrison and

Winston maintain that although the airline industry has not reached long-run equilibrium, its evolution is proceeding in a positive direction—one that will preserve and possibly enhance

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programmes that need to explore how they can use ICTs in a strategic context. It is also anticipated that researchers and practitioners will find it useful and stimulating.

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at the University of Surrey. He is also Adjunct Professor at the Institut de Management Hotelier International (Cornell University - ESSEC Business School) in Paris. He serves

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as Vice **Manual Guide**

President of the International Federation of Information Technology and Tourism (IFITT) and has chaired several ENTER conferences. He regularly works as adviser for the World Tourism

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Management: A

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Textbook is a

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economic,

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covers both

theory and

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the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future

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invaluable when

placing aviation

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influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism

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development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in

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particular, not least given the increasing significance of low-cost airline operations.

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tourism with a

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should be

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Professor of

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