

SUSAN L. SLOCUM, ABENA AIDOO
AND KELLY MCMAHON

THE BUSINESS OF SUSTAINABLE TOURISM DEVELOPMENT AND MANAGEMENT



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

๐๑๖๖๒๑๙๐๖

๐๑๒๕๕๓๗๓๖

๑๒๒ ๖๐๘๑๘๗

The Business of Sustainable Tourism Development and Management

Susan L. Slocum, Abena Aidoo,
and Kelly McMahon



 **Routledge**
Taylor & Francis Group
LONDON AND NEW YORK

Contents

<i>List of figures</i>	vii
<i>List of tables</i>	ix
<i>List of images</i>	xi
<i>Preface</i>	xiii
<i>Acknowledgments</i>	xvii
1. Introducing sustainable tourism	1
2. Understanding capital	24
3. Globalization, localism, and sustainability	45
4. Governance of sustainable tourism	66
5. The sustainable traveler	90
6. Mass tourism	109
7. Alternative tourism	133
8. Marketing for sustainability	155
9. Supply and value chain management	180
10. Certification	202
11. Human capital management	224
12. Visitor management	245
13. The future of sustainable tourism	266
<i>Glossary</i>	287
<i>References</i>	297
<i>Index</i>	311