



# Tourism: Concepts and Practices

By John R. Walker, Josielyn T. Walker

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Capturing the taste of the industry, *Tourism: Concepts and Practices* explores this exciting field using a systems approach. Building on the author's experience, it looks at the characteristics of tourism and the demand side first, then organizing tourism, followed by the operating sectors. Full-color photographs, industry profiles, and a career emphasis reveal the opportunities tourism holds for both consumers and professionals. Special geography spotlights examine the reasons people travel and the places people go.

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