

# **Contemporary Tourism: An International Approach**

**Fifth Edition**

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## List of acronyms

BAU	Business as usual
BTS	Bureau of Transport Statistics
CO <sub>2</sub> -e	Carbon Dioxide equivalent
CRM	Customer relationship management
CSR	Corporate social responsibility
DMO	Destination Marketing Organization
DOT	U.S. Department of Transportation
EU	European Union
FIFA	Fédération Internationale de Football
FMCG	Fast moving consumer goods
FOE	Friends of the Earth
GFN	Global Footprint Network
GHG	Greenhouse gas
IPCC	Intergovernmental Panel on Climate Change
IACVB	International Association of Convention and Visitor Bureaus
IATA	International Air Transport Association
ILO	International Labour Organization
IMO	International Maritime Organization
KM	Knowledge management
NHTS	National Household Travel Survey
NPD	New product development
PIIT	Partial industrialisation in tourism
PR	Public relations
SADC	Southern African Development Community
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFCC	United Nations Framework Convention on Climate Change
UNWTO	United Nations World Tourism Organization
VFR	Visiting Friends and Relations
WTTC	World Travel and Tourism Council



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## Preface and Acknowledgements

We found ourselves writing this book in a time of unprecedented change for tourism. Of course, the drivers of this change continue to be technological – AI, robotics, blockchain and virtual reality; environmental – dominated by the response of tourism to climate change and the imperative to decarbonise; and social with shifting political landscapes and a changing tourism marketplace. As if this was not enough, punctuating these background drivers of change has been the impact of both the COVID-19 pandemic and the war in Ukraine. In response, this book provides frameworks to understand how tourism fits into this changing world and how it is both impacted and responding.

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