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CHANNEL VIEW PUBLICATIONS St Nicholas House, 31-34 High Street,  
Bristol, BS1 2AW, UK

2250 Military Road, Tonawanda, NY 14150, USA  
5201 Dufferin St., North York, ONT. M3H 5T8, CANADA  
www.channelviewpublications.com

Tel: +44 (0)117 3158562  
Fax: +44 (0)117 3158563

toll free phone: 1-800 565 9523  
toll free fax: 1-800 221 9985

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## 2050 - TOMORROW'S TOURISM

Dr. Ian Yeoman (Victoria University of Wellington)

*Knowing what will happen tomorrow always fascinated mankind. However, predictions require not only a systemic approach but also imagination and the ability to think outside-of-the box. Ian Yeoman contributes to this question with a rich and thought-provoking analysis of tourism in the year 2050.*

Dr. Dirk Glaessar, UNWTO

### Description

This book constructs scenarios from Shanghai to Edinburgh, Seoul to California encompassing complex topics such as human trafficking, conferences, transport, food tourism or technological innovation. This is a blue skies thinking book about the future of tourism and a thought provoking analytical commentary.

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Dr. Falco de Klerk Wolters, Stenden University of Applied Sciences, Netherlands

Prof. Geoffrey Lipman, Green Earth, Belgium

Dr. Dirk Glaessar, UN World Tourism Organisation, Spain

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Albert Postma, European Tourism Futures Institute, Netherlands

### Author information

Dr Ian Yeoman is the world's only professional futurologist dedicated to specializing in travel and tourism. Ian learned his trade as the scenario planner for VisitScotland, where he established the process of futures thinking within the organisation using a variety of techniques including economic modelling, trends analysis and scenario construction. Today he is leading academic researcher at Victoria University of Wellington, New Zealand and the European Tourism Futures Institute, Netherlands.

Series: Aspects of Tourism Size: 234 x 156 (R8vo)

Hbk ISBN 9781845413026

Pbk ISBN 9781845413019

Pub date: c 15/06/2012 Pages: c 256pp

C. £89.95 / US\$149.95 / CAN\$149.95 / €109.95

C. £29.95 / US\$49.95 / CAN\$49.95 / €39.95

Subject (BIC): KNSG Tourism Industry, JFFR Social Forecasting, Future Studies

Level: Postgraduate, Research / Professional, Undergraduate

Territory: World

Cat: 75