

Entwicklung Und Struktur Im Internationalen Tourismus - Dirk Holzapfel

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Die Tourismusbranche gilt als die Zukunftsindustrie des 21. Jahrhunderts. Schätzungen der World-Tourism-Organization (WTO) sagen weltweit über 900 Millionen Reisende bis zum Jahr 2010 voraus. Die Entwicklung zum größten Wirtschaftszweig der Welt mit einem momentanen Bruttosozialprodukt von mehr als zehn Prozent zeigt die Bedeutung der Tourismusbranche (Vgl. Breidenbach 2002, Geleitwort). Doch wie kam es zu solch einer enormen Entwicklung des Tourismus? Welche Akteure stehen im Mittelpunkt des Geschehens? Mit diesen beiden sowie noch anderen Fragen setzt sich diese Studienarbeit auseinander. Um zu wissen, was genau hinter den Begriffen rund um den Tourismus steht, werden im zweiten Abschnitt die wichtigsten Schlagwörter definiert. Im nächsten Punkt wird die Entwicklung des Tourismus näher betrachtet. Dabei wird speziell auf die Veränderung der Rahmenbedingungen sowie die historischen Etappen des Tourismus eingegangen. Der Punkt vier befasst sich mit dem Wirtschaftsfaktor Tourismus und der Frage, welchen Stellenwert dieser in der Weltwirtschaft hat. Im Abschnitt fünf wird die Struktur der Branche in seine Einzelteile zerlegt. Die Nachfragegruppen sowie die verschiedenen Anbieter werden einzeln dargestellt und analysiert. Der sechste Punkt befasst sich mit den Trends und Prognosen für die Zukunft. Auch hier werden Nachfrage- und Anbieter Trends getrennt voneinander betrachtet. Eine Zusammenfassung wird im Abschnitt sieben vorgenommen. Author: Holzapfel, Dirk Publisher: GRIN Verlag Illustration: N Language: GER Title: Entwicklung und Struktur im internationalen Tourismus Pages: 00035 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640519064 Category: Business & Economics : General

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