

Overbooked The Exploding Business Of Travel And Tourism Elizabeth Becker

Reading this book will make you less sure of yourself—and that's a good thing. In *The Invisible Gorilla*, Christopher Chabris and Daniel Simons, creators of one of psychology's most famous experiments, use remarkable stories and counterintuitive scientific findings to demonstrate an important truth: Our minds don't work the way we think they do. We think we see ourselves and the world as they really are, but we're actually missing a whole lot. Chabris and Simons combine the work of other researchers with their own findings on attention, perception, memory, and reasoning to reveal how faulty intuitions often get us into trouble. In the process, they explain:

- Why a company would spend billions to launch a product that its own analysts know will fail
- How a police officer could run right past a brutal assault without seeing it
- Why award-winning movies are full of editing mistakes
- What criminals have in common with chess masters
- Why measles and other childhood diseases are making a comeback
- Why money managers could learn a lot from weather forecasters

Again and again, we think we experience and understand the world as it is, but our thoughts are beset by everyday

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illusions. We write traffic laws and build criminal cases on the assumption that people will notice when something unusual happens right in front of them. We're sure we know where we were on 9/11, falsely believing that vivid memories are seared into our minds with perfect fidelity. And as a society, we spend billions on devices to train our brains because we're continually tempted by the lure of quick fixes and effortless self-improvement. *The Invisible Gorilla* reveals the myriad ways that our intuitions can deceive us, but it's much more than a catalog of human failings. Chabris and Simons explain why we succumb to these everyday illusions and what we can do to inoculate ourselves against their effects. Ultimately, the book provides a kind of x-ray vision into our own minds, making it possible to pierce the veil of illusions that clouds our thoughts and to think clearly for perhaps the first time.

Want to help? First you must be willing to learn. This year, over ten million people will go abroad, eager to find the perfect blend of adventure and altruism.

Volunteer travel can help you find your place in the world--and find out what you're made of. So why do so many international volunteer programs fail to make an impact? Why do some do more harm than good? *Learning Service* offers a powerful new approach that invites volunteers to learn from host communities before trying to 'help' them. It's also a thoughtful critique of the sinister side of volunteer

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travel; a guide for turning good intentions into effective results; and essential advice on how to make the most of your experience. This book is for volunteers and educators alike. If you're wondering if volunteer travel is right for you; if you're getting on the plane tomorrow; or if you're trying to adjust to life as a returned volunteer--this is the book you need in your bag.

One of the most salient forms of modern-day tourism is based on the heritage of humankind. The majority of all global travel entails some element of the cultural past, as hundreds of millions of people visit cultural attractions, heritage festivals, and historic places each year. The book delves into this vast form of tourism by providing a comprehensive examination of its issues, current debates, concepts and practices. It looks at the social, physical and economic impacts, which cause destinations, site managers and interpreters to consider not only how to plan and manage resources but also how to portray the past in ways that are acceptable, accurate, accessible and politically relevant. In the process, however, the depth of heritage politics, the authenticity and inauthenticity of place and experience, and the urgent need to protect living and built cultures are exposed. The book explores these and many other current issues surrounding the management of cultural resources for tourism. In order to help students relate concepts to real-world

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situations it combines theory and practice, is student learning oriented, is written accessibly for all readers and is empirically rich.

The long-buried story of three extraordinary female journalists who permanently shattered the barriers to women covering war. Kate Webb, an Australian iconoclast, Catherine Leroy, a French daredevil photographer, and Frances FitzGerald, a blue-blood American intellectual, arrived in Vietnam with starkly different life experiences but one shared purpose: to report on the most consequential story of the decade. At a time when women were considered unfit to be foreign reporters, Frankie, Catherine, and Kate challenged the rules imposed on them by the military, ignored the belittlement of their male peers, and ultimately altered the craft of war reportage for generations. In *You Don't Belong Here*, Elizabeth Becker uses these women's work and lives to illuminate the Vietnam War from the 1965 American buildup, the expansion into Cambodia, and the American defeat and its aftermath. Arriving herself in the last years of the war, Becker writes as a historian and a witness of the times. What emerges is an unforgettable story of three journalists forging their place in a land of men, often at great personal sacrifice. Deeply reported and filled with personal letters, interviews, and profound insight, *You Don't Belong Here* fills a void in the history of women and of war.

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"Travel is no longer a past-time but a colossal industry, arguably one of the biggest in the world and second only to oil in importance for many poor countries. One out of 12 people in the world are employed by the tourism industry which contributes \$6.5 trillion to the world's economy. To investigate the size and effect of this new industry, Elizabeth Becker traveled the globe. She speaks to the Minister of Tourism of Zambia who thinks licensing foreigners to kill wild animals is a good way to make money and then to a Zambian travel guide who takes her to see the rare endangered sable antelope. She travels to Venice where community groups are fighting to stop the tourism industry from pushing them out of their homes, to France where officials have made tourism their number one industry to save their cultural heritage; and on cruises speaking to waiters who earn \$60 a month--then on to Miami to interview their CEO. Becker's sharp depiction reveals travel as a product; nations as stewards. Seeing the tourism industry from the inside out, the world offers a dizzying range of travel options but very few quiet getaways"--

When the head of Columbia Pictures, David Begelman, got caught forging Cliff Robertson's name on a \$10,000 check, it seemed, at first, like a simple case of embezzlement. It wasn't. The incident was the tip of the iceberg, the first hint of a scandal that shook Hollywood and rattled Wall Street. Soon

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powerful studio executives were engulfed in controversy; careers derailed; reputations died; and a ruthless, take-no-prisoners corporate power struggle for the world-famous Hollywood dream factory began. First published in 1982, this now classic story of greed and lies in Tinseltown appears here with a stunning final chapter on Begelman's post-Columbia career as he continued to dazzle and defraud . . . until his last hours in a Hollywood hotel room, where his story dramatically and poignantly would end.

World Geography of Travel and Tourism takes an alternative approach to current tourism geography offerings, which offer a plainly topical approach. The authors have included major themes, models and issues from a topical perspective, and positioned them in a place and regional context. In this way, this text places traditional human and physical

geography at the core of our understanding of international tourism destinations and issues. *

Develops a theoretical framework and regional context for the study of international tourism *

Contributions from leading academics provide regional expertise * Fully supported by author-designed and maintained website

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

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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.

When eleven-year-old Gregor falls through a grate in the laundry room of his apartment building, he hurtles into the dark Underland, where spiders, rats and giant cockroaches coexist uneasily with humans. This world is on the brink of war, and Gregor's arrival is no accident. Gregor has a vital role to play in the Underland's uncertain future.

One of the leading texts in the field, *The Economics of Recreation, Leisure and Tourism* is the ideal introduction to the fundamentals of economics in these industries, helping you to enjoy and pass an economics module as part of tourism, recreation, events or sport management degrees. International in its outlook, it will equip you with vital skills and knowledge for your future career as well as critical skills to help you understand and help tackle crucial challenges facing the world. It is written in a clear and engaging style that assumes no prior knowledge of economics. It applies economic theory to a range of tourism industry issues at the consumer, business, national and international level by using topical examples to give the theory real-world

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context. This book is richly illustrated with diagrams and contains a range of features such as international case studies showcasing current issues, review questions and extracts from journals to aid understanding and further knowledge, as well as new data and statistics. It concludes with a powerful critique of traditional economics and a set of twenty-one issues that demand action. This sixth edition has been revised and updated to include: recent and time series international economic data to provide a sense of the dynamics of world economies topical analysis to aid decision making for industry, governments and pressure groups a renewed emphasis on environmental and climate change issues new and revised international case studies that demonstrate theoretical principles of economics as applied to the sector a companion website with PowerPoint slides.

Taking Responsibility for Tourism is about the globally vital necessity of realising sustainable tourism. It is a hugely important challenge to those who organise and sell travel and tourism, and those who consume it.

'How is the mind agitated and bewildered, at being thus, as it were, placed on the borders of a new world!' - William Bartram 'Thus you see, dear sister, the manners of mankind do not differ so widely as our voyage writers would have us believe.' - Mary Wortley Montagu With widely varied motives -

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scientific curiosity, commerce, colonization, diplomacy, exploration, and tourism - British travellers fanned out to every corner of the world in the period the *Critical Review* labelled the 'Age of Peregrination'. The Empire, already established in the Caribbean and North America, was expanding in India and Africa and founding new outposts in the Pacific in the wake of Captain Cook's voyages. In letters, journals, and books, travellers wrote at first-hand of exotic lands and beautiful scenery, and encounters with strange peoples and dangerous wildlife. They conducted philosophical and political debates in print about slavery and the French Revolution, and their writing often affords unexpected insights into the writers themselves. This anthology brings together the best writing from authors such as Daniel Defoe, Celia Fiennes, Mary Wollstonecraft, Olaudah Equiano, Mungo Park, and many others, to provide a comprehensive selection from this emerging literary genre.

ABOUT THE SERIES: For over 100 years Oxford World's Classics has made available the widest range of literature from around the globe. Each affordable volume reflects Oxford's commitment to scholarship, providing the most accurate text plus a wealth of other valuable features, including expert introductions by leading authorities, helpful notes to clarify the text, up-to-date bibliographies for further study, and much more.

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In the early 1980s, on assignment from the American Museum of Natural History, Raymond Sokolov crisscrossed America in search of traditional regional cuisines. He returned with a cornucopia of recipes that few at the time seemed eager to preserve--recipes such as boudin blanc, persimmon fudge, and, for the truly adventurous, roast bear paws. The essays here collected were meant to celebrate these vanishing, quintessentially American foods. Since its first publication, however, *Fading Feast* has proven to be not a farewell, but the forerunner of renewed interest in these regional treasures. Written with panache and gusto--and featuring eleven essays not included in the original version--this new edition is as timely and entertaining now as when Sokolov first set out to record our native culinary customs.

Now, for the first time, one element of the methods behind the magic that is the Walt Disney World Resort--quality service--is revealed. The book outlines proven Disney principles and processes for helping an organization focus its vision and align its people into a strategy that delivers on the promise of exceptional customer service.

Success in today's rapidly changing hospitality industry depends on understanding the desires of guests of all ages, from seniors and boomers to the newly dominant millennial generation of travelers. Help has arrived with a compulsively-readable new

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standard, *The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets* by Micah Solomon, with a foreword by The Ritz-Carlton Hotel Company's president and COO Herve Humler. This up-to-the-minute resource delivers the closely guarded customer experience secrets and on-trend customer service insights of today's top hoteliers, restaurateurs, and masters of hospitality management including: Four Seasons Chairman Isadore Sharp: How to build an unsinkable company culture Union Square Hospitality Group CEO Danny Meyer: His secrets of hiring, onboarding, training, and more Tom Colicchio (Craft Restaurants, Top Chef): How to create a customer-centric customer experience in a chef-centric restaurant Virgin Hotels CEO Raul Leal: How Virgin Hotels created its innovative, future-friendly hospitality approach Ritz-Carlton President and COO Herve Humler: How to engage today's new breed of luxury travelers Double-five-star chef and hotelier Patrick O'Connell (The Inn at Little Washington) shares the secrets of creating hospitality connections Designer David Rockwell on the secrets of building millennial-friendly restaurants and hotel spaces (W, Nobu, Andaz) that resonate with today's travelers Restaurateur Traci Des Jardins on building a "narcissism-free" hospitality culture Legendary chef Eric Ripert's principles of creating a great guest experiences, simultaneously within a single dining room. The

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Heart of Hospitality is a hospitality management resource like no other, put together by leading customer service expert Micah Solomon. Filled with exclusive, first-hand stories and wisdom from the top professionals in the industry, The Heart of Hospitality is an essential hospitality industry resource. As Ritz-Carlton President and COO Herve Humler says in his foreword to the book, “If you want to create and sustain a level of service so memorable that it becomes an unbeatable competitive advantage, you’ll find the secrets here.”

The long-buried story of three extraordinary female journalists who permanently shattered the barriers to women covering war Kate Webb, an Australian iconoclast, Catherine Leroy, a French daredevil photographer, and Frances FitzGerald, a blue-blood American intellectual, arrived in Vietnam with starkly different life experiences but one shared purpose: to report on the most consequential story of the decade. At a time when women were considered unfit to be foreign reporters, Frankie, Catherine and Kate challenged the rules imposed on them by the military, ignored the belittlement of their male peers, and ultimately altered the craft of war reportage for generations. In *You Don’t Belong Here*, Elizabeth Becker uses these women’s work and lives to illuminate the Vietnam War from the 1965 American buildup, the expansion into Cambodia, and the American defeat and its aftermath. Arriving herself in

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the last years of the war, Becker writes as a historian and a witness of the times. What emerges is an unforgettable story of three journalists forging their place in a land of men, often at great personal sacrifice. Deeply reported and filled with personal letters, interviews, and profound insight, *You Don't Belong Here* fills a void in the history of women and of war. 'A riveting read with much to say about the nature of war and the different ways men and women correspondents cover it. Frank, fast-paced, often enraging, *You Don't Belong Here* speaks to the distance travelled and the journey still ahead.'

—Geraldine Brooks, Pulitzer Prize-winning author of *March*, former *Wall Street Journal* foreign correspondent 'Riveting, powerful and transformative, Elizabeth Becker's *You Don't Belong Here* tells the stories of three astonishing women. This is a timely and brilliant work from one of our most extraordinary war correspondents.'

—Madeleine Thien, Booker Prize finalist and author of *Do Not Say We Have Nothing*

Law for Business and Personal Use 15E maintains a fundamental emphasis on business law, while introducing personal law topics that interest students. Give your students the most comprehensive coverage of contracts, ethics, employment law, credit, banking, partnerships, bankruptcy, and more!

"Joe Diamond is the Gulliver of sex travels." —Larry

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An engrossing, epic saga of one family's experiences on both sides of WWII, *All Ships Follow Me* questions our common narrative of the conflict and our stark notions of victim and perpetrator, while tracing the lasting effects of war through several generations. In March 1942, Mieke Eerkens' father was a ten-year-old boy living in the Dutch East Indies. When the Japanese invaded the island he, his family, and one hundred thousand other Dutch civilians were interned in a concentration camp and forced into hard labor for three years. After the Japanese surrendered, Mieke's father and his family were set free in a country that plunged immediately into civil war. Across the globe in the Netherlands, police carried a crying five-year-old girl out of her home at war's end, abandoned and ostracized as a daughter of Nazi sympathizers. This was Mieke's mother. She would be left on the street in front of her sealed home as her parents were taken away and imprisoned in the same camps where the country's Jews had recently been held. Many years later, Mieke's parents met, got married, and moved to California, where she and her siblings were born. While her parents lived far from the events of their past, the effects of the war would continue to be felt in their daily lives and in the lives of their children. *All Ships Follow Me* moves from Indonesia to the Netherlands to the United States, and spans

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generations, as Mieke recounts her parents' lives during and just after the war, and travels with them in the present day to the sites of their childhood in an attempt to understand their experiences and how it formed them. *All Ships Follow Me* is a deeply personal, sweeping saga of the wounds of war, and the way trauma can be passed down through generations.

Overbooked: The Exploding Business of Travel and Tourism Simon and Schuster

A Pulitzer Prize-winning journalist presents a sobering assessment of the \$6.5 trillion global tourist business that explains its indelible impact on the world economy, the environment and culture, revealing how historical and ecological sites throughout the world are being destroyed by tourism and how regional industries and farms are closing down in favor of tourist businesses.

An international range of outstanding new cases focused on sustainable tourism management and development, including award winners and finalists from the WTTC Tourism for Tourism Awards they are written by local scholars who are experts in sustainable tourism.

NATIONAL BESTSELLER From Lisa Taddeo, author of the #1 New York Times bestseller and global phenomenon *Three Women*, comes an “intoxicating” (*Entertainment Weekly*), “gripping” (*New York*), “explosive” (*People*), and “ferociously

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beautiful” (Library Journal) debut novel. “With skill and insight, Taddeo examines how the savagery of men fuels female rage. The result is as intimate as it is explosive.” —People (Book of the Week) “[A] propulsive, fiercely confident debut novel...Joan’s voice is so sharp and magnetic that the reader will follow her anywhere...Taddeo’s prose glitters. She has a gift for aphorism, the observation that astonishes.” —The New York Times Book Review

Joan has spent a lifetime enduring the cruelties of men. But when one of them commits a shocking act of violence in front of her, she flees New York City in search of Alice, the only person alive who can help her make sense of her past. In the sweltering hills above Los Angeles, Joan unravels the horrific event she witnessed as a child—that has haunted her every waking moment—while forging the power to finally strike back. *Animal* is a depiction of female rage at its rawest, and a visceral exploration of the fallout from a male-dominated society.

Tourism, fast becoming the largest global business, employs one out of twelve persons and produces \$6.5 trillion of the world’s economy. In a groundbreaking book, Elizabeth Becker uncovers how what was once a hobby has become a colossal enterprise with profound impact on countries, the environment, and cultural heritage. This invisible industry exploded at the end of the Cold War. In 2012 the number of tourists traveling the world

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reached one billion. Now everything can be packaged as a tour: with the high cost of medical care in the U.S., Americans are booking a vacation and an operation in countries like Turkey for a fraction of the cost at home. Becker travels the world to take the measure of the business: France invented the travel business and is still its leader; Venice is expiring of over-tourism. In Cambodia, tourists crawl over the temples of Angkor, jeopardizing precious cultural sites. Costa Rica rejected raising cattle for American fast-food restaurants to protect their wilderness for the more lucrative field of eco-tourism. Dubai has transformed a patch of desert in the Arabian Gulf into a mammoth shopping mall. Africa's safaris are thriving, even as its wildlife is threatened by foreign poachers. Large cruise ships are spoiling the oceans and ruining city ports as their American-based companies reap handsome profits through tax loopholes. China, the giant, is at last inviting tourists and sending its own out in droves. The United States, which invented some of the best of tourism, has lost its edge due to political battles. Becker reveals travel as product. Seeing the tourism industry from the inside out, through her eyes and ears, we experience a dizzying range of travel options though very few quiet getaways. Her investigation is a first examination of one of the largest and potentially most destructive enterprises in the world.

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An award-winning journalist provides an in-depth account of America's involvement in Vietnam, from the first U.S. participation to the final withdrawal, and places the events within the context of an era preoccupied with communist expansion.

A memoir of Cassie's life leading up to, and during her Expedition around the world. At age twenty-seven, Cassie De Pecol accomplished something remarkable. She became the first woman on record to travel to every country on Earth, and did it faster than anyone in history, male or female. She was inspired by her experiences on the Discovery Channel's *Naked and Afraid* both the three weeks she spent in the Panamanian wilderness and the cyberbullying she endured after the show. And it opened her eyes to the need for women to make a difference in the world. In *Expedition 196*, Cassie shares the secrets behind her personal triumphs and miraculous achievements. It's the story of a dreamer and a doer who went from restless college dropout to fearless adventurer to philanthropist and humanitarian activist dedicated to female empowerment and global sustainability. Thrilling, inspiring, and unforgettable, *Expedition 196* views the world through the eyes of one extraordinary young woman whose heart took her farther than most people can even imagine.

Surveys Cambodia's recent history, looks at the rise and fall of the Khmer Rouge, and shares interviews with survivors of and refugees from the government of Pol Pot

Traces how the works of Charles Dickens and Henry Mayhew reflected the poor majority in mid-nineteenth-

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century London, citing the achievements of such influential figures as John Maynard Keynes, Paul Samuelson, and Amartya Sen.

By employing these twelve dynamic game plans within the 12 Golden Keys to Hospitality Excellence, managers will advance to being winners in the hospitality industry.

Electronic Inspection Copy available for instructors here

This exciting new text offers all students of Tourism a

concise introduction to all the core topics of Tourism

Management. Covering both key theory and practice it

introduces students to general management issues

across the whole tourism sector in an accessible and

manageable way. Focusing particularly on the

challenges of managing tourism in the 21st Century, it

integrates the themes of sustainability, internationalism,

technology and globalisation throughout to provide a

thoroughly modern approach to the study of Tourism.

Key features of this text include: - A specific focus on the

management of tourism in the context of economic,

social and environmental conditions, avoiding lengthy

descriptions of the various components of the sector; -

Three main integrated themes focusing on the demand

for tourism, the supply of tourism, and the challenge of

balancing of the two; - Coverage of how management

techniques are developing in response to changing

patterns of demand, emerging markets and destinations,

globalisation, and the impacts of tourism; - Discussion

points, examples and cases studies designed with the

broadest cultural and international dimensions in mind

for today's diverse student profile. Written specifically for

those looking for core topic coverage in a manageable

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and concise format, this text will be essential reading for those looking for a truly contemporary introduction to Tourism Management.

A resource for industry professionals and consultants, this book on corporate strategy lays down the theories and models for revitalizing companies in the face of global recession. It discusses cutting-edge concepts, constructs, paradigms, theories, models, and cases of corporate strategic leadership for bringing about transformation and innovation in companies. It demonstrates that great companies are those that make the leap from 'good' results to 'great' results and sustain these for at least 15 years; it explores, reviews and analyzes great transformation strategies in this context. Each chapter in the book is appended with transformation exercises that further explicate the concepts.

This fully revised and updated second edition provides over 7,000 definitions of travel and tourism terminology used throughout the world, highlighting the many differences between US and European usage. It covers all aspects of the tourism industry, including hospitality, transport, and ancillary services. It explains the operating language of the travel industry, acronyms and abbreviations of organizations, associations and trade bodies, IT terms and brand names, and provides website addresses. Entries vary from one-line definitions to 500 word articles, and references are provided for further reading. This new edition contains over 500 new entries and the unique cross referencing system has been extended; for example accessing any entry about

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business travel leads to over 70 others. It is an essential reference tool for anyone involved in tourism research, and everyone in the travel industry.

The six-foot-three, 175-pound professional beach volleyball player, TV sports commentator, and cover girl tells the story of her childhood and the development of her athletic career

Employees are VERY important to the success of any business! However, feeling unappreciated is the number one reason why employees leave their jobs. As recruitment costs continue to rise, this does not have to be your reality. Caring for someone is an action ... as a manager, you must put in some effort to connect with your team to exhibit your thoughtfulness, concern, and compassion. Learn about seven of those ways in this value-added booklet where author Jokima Hiller shares her real-life experiences.

This book helps all those involved in international tourism develop the new skills, tools and investments required to protect irreplaceable global resources from the impacts of escalating tourism demand over the next 50 years. It documents how technology and the growing global middle class are driving a travel revolution which requires a new paradigm in managing tourism destinations. Travel and tourism supply chains and business models for hotels, tour operators, cruise lines, airlines and airports are analysed and environmental management techniques are proposed for each sector. A pragmatic set of solutions are offered to support the transition to lower impact tourism development worldwide. It recommends that decision makers assess

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the current and future value of natural, social, and cultural capital to guide investment in destinations and protect vital resources. Case studies illustrate why budgets to protect local destinations are consistently underestimated and offer guidance on new metrics. Innovative approaches are proposed to support the transition to green infrastructure, protect incomparable landscapes, and engage local people in the monitoring of vital indicators to protect local resources. It provides students, professionals, and policy makers with far-reaching recommendations for new educational programs, professional expertise, financing, and legal frameworks to lower tourism's rapidly escalating carbon impacts and protect the health and well-being of local populations, ecosystems, cultures, and monuments worldwide.??

From the author of the beloved #1 national bestseller *Crow Lake* comes an exceptional new novel of jealousy, rivalry and the dangerous power of obsession. Two brothers, Arthur and Jake Dunn, are the sons of a farmer in the mid-1930s, when life is tough and another world war is looming. Arthur is reticent, solid, dutiful and set to inherit the farm and his father's character; Jake is younger, attractive, mercurial and dangerous to know – the family misfit. When a beautiful young woman comes into the community, the fragile balance of sibling rivalry tips over the edge. Then there is Ian, the family's next generation, and far too sure he knows the difference between right and wrong. By now it is the fifties, and the world has changed—a little, but not enough. These two generations in the small town of Struan, Ontario, are

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tragically interlocked, linked by fate and community but separated by a war which devours its young men—its unimaginable horror reaching right into the heart of this remote corner of an empire. With her astonishing ability to turn the ratchet of tension slowly and delicately, Lawson builds their story to a shocking climax. Taut with apprehension, surprising us with moments of tenderness and humour, *The Other Side of the Bridge* is a compelling, humane and vividly evoked novel with an irresistible emotional undertow.

Looptail is Bruce Poon Tip's extraordinary first-person account of his entrepreneurial instincts to start and develop G Adventures, the highly successful international travel adventure company - and along the way he reveals his unusual management secrets that not only keep his employees fully engaged and energized but also keep his customers extremely happy. His unique approach has worked in marvellous ways. Poon Tip has created an entirely new and refreshing approach to management. For example, there is no CEO at G Adventures - instead, every employee is a CEO, empowered to make instantaneous decisions to help clients on the spot. But while there's no CEO, there is a company Mayor, who take the pulse of corporate morale. There's no HR department - but there is a Talent Agency and company Culture Club. It hasn't always been easy to try to balance his desire for a socially responsible company along with the desire to generate profits. But thanks to Poon Tip's vision, G Adventures has flourished and has done its best to maintain its looptail approach. In short, it's been an extraordinary ride, and in many ways

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G Adventures is at the vanguard of what modern-day companies are beginning to look like.

As mysterious as its beautiful, as forbidding as it is populated with warm-hearted people, Syberia is a land few Westerners know, and even fewer will ever visit. Traveling alone, by train, boat, car, and on foot, Colin Thubron traversed this vast territory, talking to everyone he encountered about the state of the beauty, whose natural resources have been savagely exploited for decades; a terrain tainted by nuclear waste but filled with citizens who both welcomed him and fed him—despite their own tragic poverty. From Mongoloia to the Artic Circle, from Rasputin's village in the west through tundra, taiga, mountains, lakes, rivers, and finally to a derelict Jewish community in the country's far eastern reaches, Colin Thubron penetrates a little-understood part of the world in a way that no writer ever has.

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