



# Sustainable Tourism

*Rebecca Hawkins, Victor T.C. Middleton*

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Looking ahead to the 21st century, Sustainable Tourism explains the current thinking process that underlies the emerging international principles of more sustainable development in travel and tourism.

Using international illustrations it draws on experience and good practice as they are being increasingly applied around the world in the late 1990s. In sharp contrast to the problem analysis approach adopted by so many authors to this subject, this book is focused on the pro-active role the private sector industry can play in partnership with the public sector to achieve solutions through its day-to-day operations and marketing, especially in product enhancement and quality controls.

Case material, contributed by senior professionals in the industry, include:

\*Kruger National Park, South Africa \*Quicksilver Connections, Barrier Reef, Australia \*Edinburgh's Old Town, UK \*Ironbridge Gorge Museum, UK \*Rutland Water, UK.

Industry illustrations are drawn from British Airways, GrecoTel, Inter-Continental Hotels and Resorts, the International Federation of Tour Operators, P&O and TUI.

Professor Victor Middleton has had some thirty years' international experience of marketing practice covering most of the private and public sectors of travel and tourism. He holds appointments as Visiting Professor at Oxford Brookes University and University of Central Lancashire.

Dr Rebecca Hawkins runs her own business specialising in environmental aspects of tourism projects and has undertaken a number of pioneering programmes in this role. She was Deputy Director of the World Travel and Tourism Environment Research Centre at Oxford Brookes University, where she worked with Victor Middleton.

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