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AND CONCEPTS

Volume 4

Managing Change in Tourism

Creating Opportunities – Overcoming Obstacles

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Foreword

Today, structural change driven by new demand patterns, industry consolidation and environmental and climate change together with cyclical effects in form of the worldwide recession challenges tourism companies, tourism destinations and tourism policies. This book combines the expertise of a worldwide network of tourism researchers to provide an unique analyses of change in tourism. It offers for scientists and practitioners fruitful insight and hands-on ideas and concepts.

Like all AIEST conferences a local organizer made it possible to have a scientific exchange and a fruitful working atmosphere thanks to an excellent location and organization. Like every year, last year with the topic of the role of real estate in destination development which has been discussed in Whistler/Canada with Prof. Peter Williams as a local organizer, AIEST tries to find a fit of topic, location and organizer. For this year, Finland with Savonlinna provided an excellent platform for discussing change in tourism - a topic of special importance to this country which is exposed to trends like global warming and change of demand because of the new Russian markets. Raija Komppula was this year's organizer and host. Through her organizational skills as well as her scientific experience in the field she contributed heavily to the success of the conference and by this to this book. Many thanks to Raija Komppula and her team.

St. Gallen, November 2009

Prof. Dr. Peter Keller
President

Prof. Dr. Thomas Bieger
Secretary General

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