

Tourism Education Needs to Grasp the Changes

Travel trade and the whole tourism industry constitute the top of service businesses and have become an important factor for the national value added. For some countries they even provide the key income. However, they are consumer products which are not transportable and stockable, and their substance is not only material, but also immaterial. Even worse: in comparison to manufactured produces, they are not objectively and rationally determined and as service products they are difficult to be defined...

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