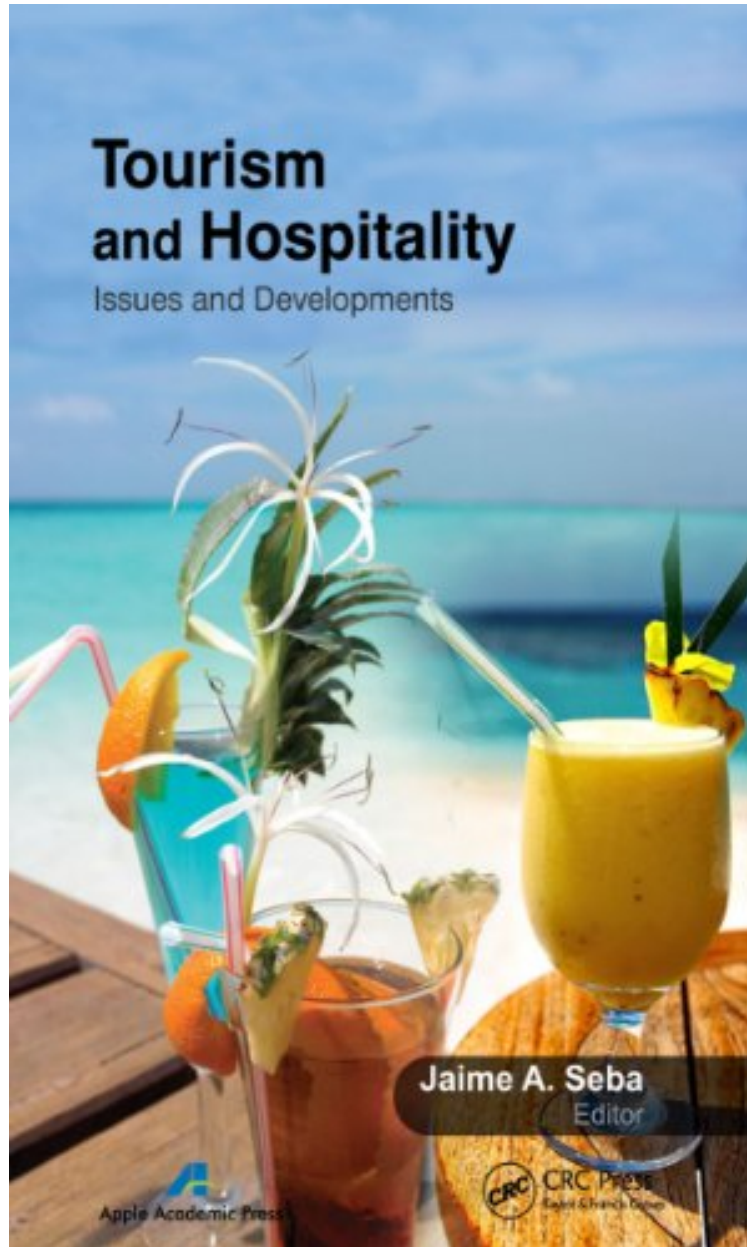


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This title includes a number of Open Access chapters. Tourism has become a key global economic activity as expectations with regard to our use of leisure time have evolved, attributing greater meaning to our free time. Tourism is one of the world's largest industries, and in many regions it is the single largest source of investment and employment. This new book provides a look at many important issues in the field of tourism and hospitality, including understanding tourist preference, satisfaction, and motivation; tourism and hospitality education; rural tourism and its impact on local residents; the increasing popularity of cultural and heritage tourism; strategies for sustainable tourism; and more.

About the Author Jaime A. Seba, as a specialist in hospitality and tourism service, has conducted extensive industry research to develop training initiatives for cruise ship staff around the world, including the United States, United Kingdom, India, Indonesia, and the Philippines. Certified in human performance improvement through the American Society of Training and Development, she works with major cruise lines to improve customer service and enhance operational function through the integration of new technology. Seba has more than 10 years experience in media, public and corporate communication, and she is currently employed by Holland-America Cruise Lines.