

CONTENT

INTRODUCTION	5
TOURISM INDUSTRY – INTRODUCTION AND BASIC TERMS	7
HISTORY AND MILESTONES OF TOURISM DEVELOPMENT.....	14
TRANSPORT IN TOURISM.....	21
TOURIST ATTRACTIONS.....	28
CAREERS IN TOURISM – TOUR OPERATORS, TRAVEL AGENTS, GUIDES	36
ADJECTIVAL TOURISMS.....	42
CULTURAL HERITAGE TOURISM.....	51
LOW IMPACT TOURISM – SUSTAINABLE TOURISM.....	58
DARK TOURISM	63
HEALTH TOURISM.....	70
CULINARY TOURISM	79
MEETING INDUSTRY.....	86
MANAGEMENT.....	91
MARKETING	97
PROMOTION	104
HUMAN RELATIONS.....	107
DESTINATION MANAGEMENT AND MARKETING.....	109
LITERATURE	113