

Analice las siguientes partes de distintos índices para tener una idea de la organización de cada capítulo.

Reflexione sobre cuánto le ayuda saber la estructura del libro y del capítulo para organizar su lectura.

Por ejemplo, si quiere leer sobre el impacto económico de los gastos ocasionados por el turismo, ¿en qué página buscaría?



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Fuente: Weaver, D y otro (2010). "Tourism Management".
Wiley & Sons Australia. Milton.

Fuente: Goeldner, Ch. y otros (2009). "Tourism: Principles, Practices, Philosophies". John Wiley & Sons Inc. New Jersey

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Fuente: Bohn Gmelch, (2010) "Tourists and tourism: A Reader". Waveland Press Inc. Long Grove

A diferencia de los otros libros este índice presenta capítulos escritos por diferentes autores.

Tourism's Global Reach and Economic Impact

Worldwide, tourism employs one in every 12 workers and accounts for 11 percent of global gross domestic product (GDP).⁴ In some countries, the figures are higher. In Barbados, for example, tourism employs 21 percent of the labor force and accounts for 15 percent of the island's GDP and 57 percent of its foreign exchange earnings.⁵ Tourism is also the top foreign exchange earner in communist Cuba (Medea 1998). According to the United Nations' World Tourism Organization, by 2020 growth in the tourism and travel industry is projected to reach 1.6 billion tourist arrivals a year with receipts of US\$2 trillion. Considering this, it is not surprising that many less-developed nations view tourism as the road to development and prosperity.⁶ Even Arab governments (besides the long-established destinations of Tunisia, Egypt, and Morocco) are now promoting tourism.

But international tourism is a fickle form of development. Nations have little control over events that can cut off the tourist flow overnight. Whether and where people travel depends largely on economic factors, namely the cost of a trip and a person's ability to afford it. Eighty percent of international tourists are citizens of the 20 richest nations. Citizens from just five—the United States, Germany, Japan, France, and the United Kingdom—account for five of every ten international trips and half of all global spending on tourism. They have the leisure time, discretionary income, and easy access to transportation to make this possible. This profile is changing, however. Before long, Asia will dominate tourism due to the region's growing economies and populations (Smith and Brent 2001).⁷ Before the global economic meltdown that emerged in 2008, it was predicted that by 2020, China would rank fourth in terms of the number of citizens who travel abroad as tourists and first as an international destination. (France currently holds this distinction.)

Tourists demand not only affordable and appealing places (both "sites" and "sights") to visit; they also demand safety. They need to feel confident that their trip and chosen destination are not unacceptably more risky than

Sorprendentemente, dentro del primer capítulo llamado "Why tourism matters", tan pronto como en la página 4, aparece un subtítulo con el tema "Alcance Global del Turismo e Impacto Económico".

Así, hemos encontrado algo relacionado con el impacto económico del turismo. Pero para saber si trata el tema de los gastos o costos asociados, tendríamos que leer todo este apartado, aunque sea rápidamente.

Por el contrario, en los otros textos el tema se encuentra casi inmediatamente en sus índices por las palabras "costs" and "expenditures" a parte de las ya mencionadas "impact", "economic" y "tourism".

¿Ahora puede ver la importancia de conocer la organización de cada capítulo?