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although the foundations of contemporary mass scale tourism are commonly traced back to the evolution of cheap rail travel in the mid nineteenth century it was only in the 1950s that with the advent of charter flights international tourism in particular both literally and metaphorically took off

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according to estimates from the world tourism organization unwto for 2023 international tourist arrivals could reach 80 to 95 percent of prepandemic levels depending on the extent of the economic slowdown travel recovery in asia pacific and geopolitical tensions among other factors 3 similarly the world travel tourism council wttc fo

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modern tourism is closely linked to development and encompasses a growing number of new destinations these dynamics have turned tourism into a key driver for socio economic progress today the business volume of tourism equals or even surpasses that of oil exports food products or automobiles

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the study investigates critical shifts impacting the international tourism space in contemporary times furthermore the current study examines tourism policies and product development challenges faced by tourist regions as a consequence of market dynamics

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from the perspective of al mulali et al 2021 digitalisation is an important factor for the tourism industry as it has revolutionised tourism initiatives products experiences business ecosystems and destinations as well as changing the ways of interaction jingen liang and elliot 2021

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tourism became recognized as a major domain of contemporary life a huge international industry reaching out into ever more remote corners of the world and preparing to reach into space

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tourism the act and process of spending time away from home in pursuit of recreation relaxation and pleasure while making use of the commercial provision of services it is a product of modern social arrangements beginning in western europe in the 17th century although it has antecedents in classical antiquity

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tourism has massively increased in recent decades aviation has opened up travel from domestic to international before the covid 19 pandemic the number of international visits had more than doubled since 2000 tourism can be important for both the travelers and the people in the countries they visit

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simultaneously the rise of technology based solutions that foster a hyper mobility of people places and spaces has created seismic shifts in the ways in which tourists and tourism become manifest and as such how academic research in this area has progressed

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also after the first half of the 20th century the world witnessed numerous amusement and theme parks that were largely influenced by the original luna park at coney island in new york and the first disney theme park in los angeles that opened its doors to the public in the mid 1950s

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mr zurab pololikashvili secretary general of un tourism said for years un tourism has been at the forefront of integrating tourism into the

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