

Tourism is one of the largest industries in the world, yet leisure travel is more than just economically important. It plays a vital role in defining who we are by. 'From the footsteps of Herodotus to the vapour trails of jetsetters, Eric G. E. Zuelow succinctly guides readers through centuries of human travel. His brisk.

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[Eric G E Zuelow] -- A History of Modern tourism is the first book to trace the origins and evolution of this pursuit from earliest times to the present day. From a .

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dle Ages, as well as the precursors of modern tourism, Bildungsreisen (" educational mittedly, cultural and social history, as well as historical anthropology,. 6. often represented as the inventor of the package tour and of 'modern' 'mass tourism', and sustained by a series of in-house histories using the company archives.

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'A History of Modern Tourism [] is a readable account of how tourism has developed since The Grand Tour of the.

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