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Chapter 1 INTRODUCTION 1.1 INTRODUCTION The Tourism industry has gone through many ups and downs in the recent years. While recording a significant contraction in 2009, international tourist arrivals picked up again slowly and have now returned to their pre-crisis peak level as shown in figure-1.1 (WEF, 2011, WTO, 2012a).

Chapter 1 INTRODUCTION 1.1 INTRODUCTION

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