



Turismo e Meio Ambiente no Brasil (Portuguese Edition)

Zysman Neiman, Andréa (orgs.) Rabinovici

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Organizado por renomados autores de turismo e meio ambiente, este livro contribui para o debate sobre turismo e sustentabilidade e se destaca por apresentar os principais temas dessa área com enfoque na realidade brasileira. No intuito de atender sobretudo cursos de graduação, o livro apresenta linguagem totalmente didática, exercícios para a avaliação da aprendizagem e glossário com os principais termos. Além disso, todos os capítulos apresentam casos práticos, com experiências brasileiras importantes por sua abrangência, mérito ou pioneirismo.

Esta obra está dividida em quinze capítulos e aborda, entre outros, os seguintes assuntos: desenvolvimento sustentável, educação ambiental, inserção comunitária, planejamento e gestão de áreas protegidas, infraestrutura sustentável, responsabilidade social, marketing responsável, certificações e ética.



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