

Foreword



The original idea for an economic history of mass tourism in the Mediterranean came from Professor Carlos Manera and Professor Luciano Segreto. The time seemed ripe for an exploration into what has become the world's biggest industry – the tourism industry. A conference was organized at the University of Mallorca with contributions from leading academics in the field of European tourism and mass travel. The results of this conference have now been collated in this volume to be published together for the first time. The book is ultimately intended to constitute the definitive guide to the academic study of tourism in this field.

The ICCA would like to thank all participating authors as well as all those who contributed toward the realization of this project – in particular, Contessa Roberts as well as Sonja Haxel, Sandra Cabboi, and Nicola McClellan. We greatly appreciate your time and commitment. We would also like to thank all those involved, both our members and our partners, who have helped or supported the publication of this book. We would especially like to thank the University of Mallorca, whose steadfast support of this project has made this publication possible.

We trust that you will find *Europe at the Seaside* a useful reference guide and welcome your feedback at n.tolhurst@cca-institute.org.

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