



The Management of Tourism

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The Management of Tourism considers and applies management concepts, philosophies and practices to the business of tourism. The book goes beyond a conceptual discussion of tourism, to cover management perspectives both in operational and strategic terms. It has been written to provide students with an understanding of the fundamental business management aspects of tourism, together with the specific techniques required for successful management of the variety of tourism businesses.

The text places the management of tourism in a structured framework, ordered around four principal themes:

- Managing the Tourism System
- Managing Tourism Businesses
- Managing Tourism in its Environment
- Contemporary Issues in Tourism Management

Each chapter is written by an acknowledged subject specialist, and highlights current challenges and appropriate management responses to its particular arena. At the same time, each chapter also includes an illustrative case study, and provides suggestions for further reading that offers a more general perspective.

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