



Tourism Management: An Introduction

By Clare Inkson, Lynn Minnaert

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This exciting new text offers all students of Tourism a concise introduction to all the core topics of Tourism Management. Covering both key theory and practice it introduces students to general management issues across the whole tourism sector in an accessible and manageable way.

Focusing particularly on the challenges of managing tourism in the 21st Century, it integrates the themes of sustainability, internationalism, technology and globalisation throughout to provide a thoroughly modern approach to the study of Tourism. Key features of this text include:

- A specific focus on the management of tourism in the context of economic, social and environmental conditions, avoiding lengthy descriptions of the various components of the sector;
- Three main integrated themes focusing on the demand for tourism, the supply of tourism, and the challenge of balancing of the two;
- Coverage of how management techniques are developing in response to

changing patterns of demand, emerging markets and destinations, globalisation, and the impacts of tourism;

- Discussion points, examples and cases studies designed with the broadest cultural and international dimensions in mind for today's diverse student profile.

Written specifically for those looking for core topic coverage in a manageable and concise format, this text will be essential reading for those looking for a truly contemporary introduction to Tourism Management.

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Editorial Review

Review

This book is important - it reminds us that tourism activity does not occur in a vacuum, but rather is shaped by forces linked to globalisation, sustainability, information and telecommunications technology. With its accessible and engaging writing style, it is a must for undergraduate students in their early days of studying tourism management and offers a very welcome addition to the tourism literature

Dr Philippa Hunter-Jones

University of Liverpool Management School

Tourism Management: An Introduction provides a refreshing and accessible perspective on key aspects of tourism for those new to the subject. This is something of an achievement as there are some very good books on the library shelves already

Rhodri Thomas

Professor of Tourism and Events Policy, Leeds Metropolitan University

Tourism is an exciting and dynamic sector which affects so many lives in many different ways and in this foundation text the authors bring that to life for students who are starting their tourism studies and require a succinct and comprehensive introduction. Students will find the self-test questions and recommended reading lists particularly valuable

Professor Nigel Morgan

Welsh Centre for Tourism Research, University of Wales Institute, Cardiff

This is a hugely readable, accessible and clearly structured introduction to the broad, diverse and complex dimensions of tourism. It is perfect for first and second year undergraduates as the authors clearly explain the issues that affect the success of tourism in destinations, and the management of tourism's impacts on destination economies, environments and communities. Students will like the inclusion of snapshots and case studies to demonstrate how theory applies in practice and the definitions of specialist terminology

Professor Annette Pritchard

Director of The Welsh Centre for Tourism Research, University of Wales Institute, Cardiff

Users Review

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