



Tourism Management: Managing for Change

Stephen J. Page

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Tourism Management: managing change covers the fundamentals of tourism, introducing the following key concepts:

- * The development of tourism
- * Tourism supply and demand
- * Sectors involved: transport, accommodation, government
- * The future of tourism: including forecasting and future issues affecting the global nature of tourism

In a user-friendly, handbook style, each chapter covers the material required for at least one lecture within an HND / degree level course. Global examples are used, and the companion website contains further resources, including questions to link the case study to the discussion in the text and sample chapters from related texts.

Written in a jargon-free and engaging style, this is the ultimate student-friendly text, and a vital introduction to this exciting, ever-changing area of study.

The text is also accompanied by a companion website packed with extra resources for both students and lecturers. It includes:

- * Sample chapters from leading tourism textbooks
 - * Learning outcomes for each chapter
 - * Exploring further - links to sample chapters from leading tourism textbooks and journal articles
 - * A multiple choice exercise to test knowledge and understanding
 - * Links to websites for further study
 - * Additional case studies on Adventure tourism industry in New Zealand and the responsibilities of managing visitor well being at destination
 - * Powerpoint slides for lectures and presentations
-
- * All-in-one guide to the key issues for all students new to tourism studies.
 - * Structured treatment mirrors the pattern of tourism courses.
 - * Comprehensive website provides supporting resources and links for further study.

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