Книги на английском языке по туризму.


   Barth, Stephen C.
   
   ISBN: 047008376X
   ISBN: 9780470083765
   
   *Hospitality Law, Third Edition* provides the legal understanding that ensures both the safety of guests and the success of the hospitality operation. This practical resource gives you a common sense approach grounded in essential principles rather than an encyclopedic knowledge of the law. Vivid scenarios and real-life case studies show these principles in action in recognizable hospitality settings. With comprehensive coverage ranging from foodservice to employee contracts, insurance to international terrorism, this *Third Edition* features new and revised content reflecting the latest factors at work in today's hospitality industry.


   Baum, Tom
   
   ISBN: 9781844801961
   
   Human Resource Management for the Tourism, Hospitality and Leisure Industries uses a strategic and issues-driven approach to present a reflective analysis of how human resource evolves in the context of international tourism, hospitality and leisure. Drawing on wide-ranging, international academic and application sources to illustrate the debates and vital issues that exist within people management in this sector, this book is designed to develop students' critical understanding of why things operate in the manner that they do and how the international context creates diversity in the application of management principles. In addition, this process of
reflecting on human resource issues will allow students to arrive at ideas and solutions that will assist them in the workplace.


Beaver, Allan A  
Dictionary of Travel and Tourism Terminology.  
ISBN: 0851990207  
ISBN: 9780851990200  
This fully revised and updated second edition provides over 7000 definitions of travel and tourism terminology used throughout the world, highlighting the many differences between US and European usage. It covers all aspects of the tourism industry, including hospitality, transport, and ancillary services. It explains the operating language of the travel industry, acronyms and abbreviations of organizations, associations and trade bodies, IT terms and brand names, and provides website addresses. Entries vary from one-line definitions to 500 word articles, and references are provided for further reading. This new edition contains over 500 new entries and the unique cross referencing system has been extended; for example accessing any entry about business travel leads to over 70 others. It is an essential reference tool for anyone involved in tourism research, and everyone in the travel industry.


Behrens-Schneider, Claudia  
Events und Veranstaltungen Organisieren.  
ISBN: 3636014579

*Berger, Florence* Organizational Behavior for the Hospitality Industry.

ISBN: 0132447371  
ISBN: 9780132447379  

*Organizational Behavior for the Hospitality Industry* is the most recent organizational behavior text that focuses on the hospitality industry, delving into the concepts that are relevant to students who plan to enter the hospitality industry. Hospitality organizations today must achieve excellence in human relations, and that success starts with quality organizational behavior. The book is organized into three sections: organizational behavioral essentials, the individual and the organization, and key management tasks. Additionally, each key topic includes detailed exercises, providing students with the hands-on experience they’ll need in order to succeed in the industry.

Covers key trends in the hospitality industry, including the quality of customer service, the use of technology, diversity, and team-based approaches to organizational behavior.

Hospitality industry expert cases - leaders in the hospitality industry discuss their personal experiences, providing students with valuable industry insight and expertise.

End-of-chapter exercises that help students actively experience various aspects of the hospitality industry.

PowerPoint slides for each chapter, giving instructors a lively and colorful tool to enhance their lectures.

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*Buhalis, Dimitrios* Best Practice in Accessible Tourism.  
ISBN: 9781845412531  
ISBN: 9781845412524  

This volume presents an international selection of invited contributions on policy and best practice in accessible tourism, reflecting current practices across a range of destinations and...
business settings. It brings together global expertise in planning, design and management to inform and stimulate providers of travel, transport, accommodation, leisure and tourism services to serve guests with disabilities, seniors and the wider markets that require good accessibility. Accessible tourism is not only about providing access to people with disabilities but also addresses the creation of universally designed environments, services and information that can support people who may have temporary disabilities, families with young children, the ever-increasing ageing population, as well as creating safer work places for employees. The book gives ample evidence that accessible tourism organisations and destinations can expand their target markets as well as improve the quality of their service offering, leading to greater customer satisfaction, loyalty and expansion of business.

2. Cooper, Chris  
Cooper, Chris  
Contemporary Tourism: An International Approach.  
ISBN: 0750663502  
ISBN: 9780750663502  
The study of tourism and indeed the tourism industry is changing constantly. Contemporary Tourism: an international approach presents a new and refreshing approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism. In particular, it highlights the ongoing threats from terrorism and health scares faced by the tourism industry today, and discusses the related security and risk management strategies, illustrating the potential implications for the patterns and flow of tourism in the future.  
Divided into five sections, each chapter has a thorough learning structure including chapter objectives, examples, discussion points, self review questions, checklists and case studies. Cases will be both thematic and destination-based and always international. They will be used to emphasise the relationship between general principles and the practice of tourism looking at areas such as business and special interest tourism and the role of technology. The five sections will cover: Contemporary Tourism Systems; The Contemporary Tourist; The Contemporary Tourist Destination; Tourism Futures; Teaching and Studying Contemporary Tourism. The text will also provide an annotated, authoritative and thorough set of resources to guide the reader through the topic area including online resource sites for both students and lecturers.

Crisis Management in Tourism
edited by Eric Laws, Bruce Prideaux, Kaye Chon

ISBN: 1845930479  
ISBN: 9781845930479

The history of modern tourism records many localized and some international crises characterized by extreme and sudden reduction in demand for specific destination areas or types of tourism product. Managerial responses to such events include both problem solving and market recovery steps, but these vary in effectiveness and recovery may be slow to occur after the initial problems are overcome. With examples drawn from the UK, Europe, America, Australia and Asia, this book brings together a range of expert academic analysis of the latest thinking and practice in this increasingly important area of tourism management.


Cultural Heritage and Tourism in the Developing World. A Regional Perspective.
edited by Dallen J. Timothy, Gyan P. Nyaupane

ISBN: 0415776228

ISBN:9780415776226

Cultural Heritage and Tourism in the Developing World is the first book of its kind to synthesize global and regional issues, challenges, and practices related to cultural heritage and tourism, specifically in less-developed nations. The importance of preservation and management of cultural heritage has been realized as an increasing number of tourists are visiting heritage attractions. Although many of the issues and challenges developing countries face in terms of heritage management are quite different from those in the developed world, there is a lack of consolidated research on this important subject. This seminal book tackles the issues through theoretical discourse, ideas and problems that underlay heritage tourism in terms of conservation, management, economics and underdevelopment, politics and power, resource utilization, colonialism, and various other antecedent notions that have shaped the development of heritage tourism in the less-developed regions of the world.

The book is comprised of two sections. The first section highlights the broader conceptual underpinnings, debates, and paradigms in the realm of heritage tourism in developing regions. The chapters of this section examine heritage resources and the
tourism product; protecting heritage relics, places and traditions; politics of heritage; and the impacts of heritage tourism. The second section examines heritage tourism issues in specific regions, including the Pacific Islands, South Asia, the Caribbean, China and Northeast Asia, South-East Asia, Sub-Saharan Africa, Central and Eastern Europe, the Middle East and North Africa, and Latin America. Each region has unique histories, cultures, political traditions, heritages, issues and problems, and the way these issues are tackled vary from place to place.


Cultural Tourism in a Changing World. Politics, Participation and (Re)presentation.
edited by Melanie Smith, Mike Robinson, Alison Phipps
ISBN: 1845410432
ISBN: 9781845410438
At the interface between culture and tourism lies a series of deep and challenging issues relating to how we deal with issues of political engagement, social justice, economic change, belonging, identity and meaning. This book introduces researchers, students and practitioners to a range of interesting and complex debates regarding the political and social implications of cultural tourism in a changing world. Concise and thematic theoretical sections provide the framework for a range of case studies, which contextualise and exemplify the issues raised. Emphasis is placed on politics and policy, community participation and empowerment, authenticity and commodification, and interpretation and representation. The book focuses on both traditional and popular culture, and explores some of the tensions between cultural preservation and social transformation. The book is divided into thematic sections - Politics and Policy; Community Participation and Empowerment; Authenticity and Commodification; and Interpretation and Representation - and will be of interest to all who wish to understand how cultural tourism continues to evolve as a focal point for understanding a changing world.

Evans, Nigel
Strategic Management for Travel and Tourism.

ISBN: 0750648546
ISBN: 9780750648547

Strategic Management for Travel and Tourism is the must-have text for students studying travel and tourism. It brings theory to life by using industry-based case studies, and in doing so, 'speaks the language' of the Travel and Tourism student.

Among the new features and topics included in this edition are:
* international case studies from large-scale businesses such as Airtours, MyTravel and South West Airlines
* user-friendly applications of strategic management theory, such as objectives, products and markets and strategic implementation, together with illustrative case studies, and longer case studies for seminar work and summaries
* contemporary strategic issues affecting travel and tourism organizations, such as vertical integration and strategic alliances.

Strategic Management for Travel and Tourism is a well-rounded book, ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism.

* Specifically written for the travel and tourism industry with strategic management applications and theory
* Brings theory to life with industry-based case studies from Airtours, Marriott and Thomas Cook to enhance learning and understanding
* Well rounded book which covers the contemporary strategic issues affecting travel and tourism organizations, such as cruising and 'all-inclusive' holidays

This book explores the linkages between tourism and festivals and the various ways in which each mobilises the other to make social realities meaningful. Drawing upon a series of international cases, festivals are examined as ways of responding to various forms of crisis - social, political, economic - and as a way of re-making and re-animating spaces and social life. Importantly, this book locates festivals in the constantly changing, socio-economic and political contexts that they always operate in and respond to - contexts that are both historical and modern at the same time. Tourism is bound closely together with such contexts; feeding and challenging festivals with audiences that are increasingly transient and transnational. Tourism interrogates notions of ritual and tradition, shapes new spaces and creates, and renews, relationships between participants and observers. No longer can we dismiss tourists simply as value neutral and crass consumers of spectacle, nor tourism as some inevitable commercial force. Tourism is increasingly complicit in the festival processes of re-invention, and in forming new patterns of social existence.


This book is meant for a wide audience of readers and gives an insight into the developing processes of Latvian society, a glimpse of its long, torturous road to independence, the treasures of its natural landscape, the diverse cultural life, the people and their lives, language, the regions, towns and places of interest, reflecting also on economics, sports, tourism and other topics. Designer Alvis Inne.

Geotourism.
edited by Ross K. Dowling, David Newsome

ISBN: 0750662158
ISBN: 9780750662154

Geotourism is tourism surrounding geological attractions and destinations. This unique text uses a wealth of case studies to discuss the issues involved in the management and care of such attractions, covering topics such as sustainability, impacts and environmental issues.

Geotourism: Sustainability, impacts and management leads the reader logically through the process, covering both the theories involved and the practicalities of managing such 'environmentally precious' attractions.

1. Goldblatt, Samuel deBlanc


Goldblatt, Samuel deBlanc

The Complete Guide to Greener Meetings and Events.

ISBN-10: 0470640103

While there are many reasons to incorporate sustainable practices into meetings and events, including saving costs and resources, protecting the environment, improving social issues, doing business more efficiently and effectively and attracting new audiences, the number one reason to go green is to do business better. The book is divided into three parts, which reflect defining principles of greener meetings and events: Innovation, Conservation, and Education.

This book broadly explores sustainable management in the hospitality, tourism, conference and exhibition, and meeting and event industries, as well as countless smaller industries that include arts and music festivals and tour operators. Readers who are studying in, working in,
or even just interested in these industries will reap innumerable benefits from the exciting journey ahead of them in *The Complete Guide to Greener Meetings and Events.*

2. **Holloway, J.Christopher**  

   Holloway, J.Christopher
   *The Business of Tourism.*

   *ISBN: 0273701614  
   ISBN: 9780273701613*

   The purpose of this textbook is to provide students with a sound foundation in the principles of business operations in travel and tourism. It offers a framework for problem-solving and analysis, while encouraging those who seek to make their career in tourism to be mindful of their social responsibility towards its development. The introductory chapters deal with the nature and significance of tourism and its historical development, with particular reference to the growth of mass tourism in the 20th century. This is followed by an examination of the business of tourism by reference to the general structure and organization of the industry. Each sector of the industry is examined in turn. The book concludes with the role of public sector tourism and the impact of tourism in economic and social terms, with a look ahead to tourism in the 21st century. The text will appeal particularly to those students following the BTEC National Diploma in Travel and Tourism, and to those following BTEC business and finance courses with options in travel and tourism at both National and Higher National level.

Hsu, Cathy
Tourism Marketing. An Asia-Pacific Perspective.

ISBN: 047081490X
SBN: 9780470814901

"Tourism Marketing" provides a contemporary approach to formulating, implementing and monitoring marketing strategy for regional tourism marketers and small businesses, the latter comprising over 90 per cent of the 'tourism industry'. The principal aim of "Tourism Marketing" is to demonstrate how marketing principles apply in the tourism industry in Australia, New Zealand and the Asia-Pacific. This text will provide students with a thorough understanding of: a conceptual framework for tourism and travel marketing; the role and importance of destination marketing; organisations factors influencing tourism; demand and supply; characteristics of consumer-traveler; behaviour services; marketing in tourism; the role of marketing research in management; decision making approaches to branding, positioning and segmentation; the philosophy of integrated marketing communications; and performance metrics.


Hudson, Simon
Tourism and Hospitality Marketing. A Global Perspective.

ISBN: 1412946875
ISBN: 9781412946872

This textbook gives in depth and comprehensive coverage of key marketing principles applied to tourism and hospitality. Over 70 global case studies and vignettes colorfully illustrate how these concepts work in practice and demonstrate the diverse range of tourism and hospitality products on offer. Readers are also introduced to contemporary marketing issues such as internet marketing and branded entertainment.

Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book, case study questions, a test bank, power point slides, and a list of additional teaching resources.

This book asks the question; why is it that tourism matters? It looks at how it is we do tourism and learn to be tourists when we are on holiday. Tourism is a dynamic way of being that may facilitate or hinder intercultural exchange. The ways in which we do tourism and the places in which we are tourists raise practical, material and emotional questions about tourist life. These questions are at the heart of this book. This book draws on both empirical work and a range of theoretical frameworks, arguing that tourism matters precisely because of the lessons it can teach us about living everyday life with others.


Tourism Marketing for Cities and Towns provides thorough and succinct coverage of marketing theory specific to the tourism industry. It focuses on developing the branded destination with special emphasis on promotional planning. In addition, it contains numerous international examples, discussion questions, and strategic planning worksheets.

* Thorough treatment and succinct coverage of marketing theory specific to the tourism industry
* Focuses on developing the branded destination with special emphasis on promotional planning
* Contains practical international examples, discussion questions, and strategic planning worksheets.

Mason, Peter  
Tourism Impacts, Planning and Management.  

ISBN: 0750684925  
ISBN: 9780750684927  

Tourism Impacts, Planning and Management is a unique text, which links these three crucial areas of tourism - impacts, planning and management. Tourism impacts are multi-faceted and therefore are difficult to plan for and manage. Tourism Impacts, Planning and Management looks at all the key players involved - be they tourists, host communities or industry members - and considers a number of approaches and techniques for managing tourism successfully. Now in a second edition, this bestselling text has been fully revised with updated statistics and case studies, including the Bali bombings, Stonehenge and tour guiding, plus all-new material on the planning process in developed countries, community action planning in Canada, the role of zoos, pro-poor tourism in Southern Africa, government planning in Dubai, lodge development in Thailand and the use of IT in planning in Sri Lanka. Tourism Impacts, Planning and Management is invaluable for tourism undergraduates and is suitable as introductory material for postgraduate tourism management courses, as well as being a useful tool for those studying related courses.


McCabe, Scott  
Marketing Communications in Tourism and Hospitality. Concepts, Strategies and Cases.  

ISBN: 0750682779  
ISBN: 9780750682770  

The rapidly changing context of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment has led to an increased emphasis on communications strategies. How can marketing communication strategies meet the changing and challenging demands of modern consumers, and maintain a company's competitive edge? Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital
discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry. Combining a critical theoretical overview with a practical guide to techniques and skills, it illustrates the role that communications play in the delivery and representation of hospitality and tourism services, whilst developing practical skills needed to understand, interpret and implement communications strategies within a management context.


Middleton, Victor T.C.

Marketing in Travel and Tourism.

ISBN: 0750686936
ISBN: 9780750686938

Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st C. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy.

Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with cutomers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue.


Moilanen, Teemu

Haw to Brand Nations, Cities and Destinations. A Planning Book for Place Branding.

ISBN: 0230220924
ISBN: 9780230220928

Usually, a country brand is not focused, resulting in unsuccessful place branding. It is possible to successfully raise your national identity to the level of an attractive brand. Building a country brand is an investment, with strong positive returns. This book will guide you along the path to building a successful brand.

Ninemeier, Jack D. 
*Discovering Hospitality and Tourism. The World's Greatest Industry.*

*ISBN: 0131591991*
*ISBN: 9780131591998*

The hospitality and tourism industry is vast and offers seemingly endless professional opportunities. Written for those considering a career in the field, this book explores each segment of the industry (lodging, foodservices, recreation, meeting planning etc.) and the various positions within each sector. Profiling hospitality leaders and rising stars, it shows readers different career paths and helps them determine their own career goals and aspirations. With a new chapter on entertainment, a new section on condo-hotels, and revised coverage of healthcare foodservices, it keeps stride with the fast-paced hospitality industry and helps readers discover their own place within it. Answers questions such as: What segment(s) is/are of most interest? How do I discover career opportunities? How do I get my first professional position in the industry? How do I plan a longer-term career? What are tactics to help assure success within my career? Do I want to work for myself (be an entrepreneur) or for someone else (be an intrapreneur)? Do I want to work domestically or in a position elsewhere in the global hospitality industry (or both)? For those considering a career in the travel/tourism industry or professionals already working in the industry.


Olsen, Michael D. 
*Strategic Management in the Hospitality Industry.*

*ISBN: 0131196626*
*ISBN: 9780131196629*

Combining quality research and experience, it discusses key topics such as: environmental scanning, competitive strategies, structure and implementation, and performance. Placing a responsibility on the reader, the book offers a combination of cumulative learning exercises, simulated decision making settings, and a book specific website. This edition clearly discusses the role of strategy in creating firm value and growth and stresses the relationship between leadership theory, strategic thinking and financial
management. Discusses strategic management for the hospitality industry based on 25 years of research within the industry. Offers material that has been validated in a scientific manner and combines the best research and experience to date, both within the hospitality industry and the field of strategy. Looks at strategy as a means of creating firm value and growth. Discusses how strategic management is a function of the cognitive, experiential and informational skills of the manager. Based on scientific research within the industry, this book outlines a strategic model that can be used to improve decision making and policy within the hospitality field.


Page, Stephen J.
Tourism Management. Managing for Change.

ISBN: 1856176029
ISBN: 9781856176026
Tourism Management: managing for change is a complete synthesis of tourism, from its beginnings through to the major impacts it has on today's global community, the environment and economy. Provocative and stimulating, it challenges the conventional thinking and generates reflection, thought and debate. This bestselling book is now in its third edition and has been fully revised and updated to include complete set of brand new case studies, a new four colour page design to enhance learning and improved online companion resources packed with must have information to assist in learning and teaching.
Tourism Management 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 a degree level course. 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, including learning outcomes for each chapter, multiple choice questions, links to sample chapters of related titles and journal articles for further reading, as well as downloadable PowerPoint materials and illustrations from the text. Accredited lecturers can request access to download additional material by going to http://textbooks.elsevier.com to request access.

Pearce, Philip L.
ISBN: 184541022X
ISBN: 9781845410223

Key features - A comprehensive tour of the psychological processes underpinning contemporary travel - Of interest to tourism researchers, students and practitioners - Explores our current understanding of tourism behaviour and sets out paths for future research
Tourism is an inherently social phenomenon Tourists travel with others and experience places and cultures through interacting with both familiar and unfamiliar others. This volume presents a thorough tour of the social psychological processes which underpin contemporary travel. The fascinating phenomenon of tourist behaviour deals with topics such as motivation, destination choice, travellers' on site experiences, satisfaction and learning. This book uses an array of developing and recently constructed conceptual frameworks to both synthesise what is established, and to create new insights and directions for further analysis and, ultimately, management action.


Pike, Steven
Destination Marketing.
ISBN: 0750686499
ISBN: 978-0750686495

The tourism market is fiercely competitive. No other market place has as many brands competing for attention, and yet only a handful of countries account for 75% of the world’s visitor arrivals. The other 200 or so are left to fight for a share of the remaining 25%. Therefore, destination marketers at city, state and national levels have arguably, a far more challenging role than other services or consumer goods marketers.

Destination Marketing: an integrated marketing communication approach focuses on the five core tenets of integrated marketing communications. These embody both the opportunities and challenges facing Destination Marketing Organisations (DMOs), and are: 1. Profitable customer relationships; 2. Enhancing stakeholder relationships; 3. Cross-functional processes; 4. Stimulating purposeful dialogue with customers; and 5. Generating message
synergy

The author seeks to provide a rationale for DMOs; to develop a structure, roles and goals of DMOs; to examine the key challenges and constraints facing DMOs; to impart a destination branding process; to develop a philosophy of integrated marketing communications; to lead the emergence of visitor and stakeholder relationship management; and to set forth options for performance measurement.


Reichheld demonstrates the power of loyalty-based management as a highly profitable alternative to the economics of perpetual churn. He makes a powerful economic case for loyalty—and takes you through the numbers to prove it. His startling conclusion: Even a small improvement in customer retention can double profits in your company. The Loyalty Effect will change the way you think about loyalty, profits, and the nature of business.


Reisinger, Yvette International Tourism. Cultures and Behavior.

ISBN: 0750678976
ISBN: 9780750678971

In recent years there has been a considerable interest in the cultural aspects of tourism such as the impacts of culture on tourism planning, development, management, and marketing. However, the focus has been on material forms of culture such as arts, music, or crafts. The impacts of national culture on tourist behavior and travel decision-making have not been paid much attention. Only in the last two years have cross-cultural issues begun to generate
significant interest among academics. An examination of cultural characteristics and differences is extremely important to the tourism industry because today's tourism environment is becoming increasingly international. Advances in technology, and improved communication and transportation have enhanced peoples' mobility and travel such that exposure to culturally different societies, cultures exchanges and interactions is now commonplace. It is imperative for industry representatives, who operate in the international business environment and deal with foreign tourists on a daily basis, to understand the influence of national cultures of their customers. Unfortunately, information on the nature of the cultural differences between international tourists and locals is not readily available in tourism literature. The concept of culture is very complex. The analysis of cultural differences in a multidisciplinary tourism context and/or application of the literature on cultural differences in the abstract concepts such as satisfaction, attitude or loyalty (that have different meanings in different cultures) to the tourism context create problems. Although the effects of national characteristics on consumer behavior in general have been investigated in several research studies, more information is required concerning the cultural differences in the tourism context. This book will bring these concepts to the undergraduate student in tourism, as well as students in the related fields of marketing, management, international business, and cross-cultural communication. Designed as a textbook, it will organized and presented in an integrated and relevant way for the benefit of a worldwide audience.


edited by Razaq Raj, Nigel D. Morpeth

ISBN: 1845932250
ISBN: 9781845932251

Religion and spirituality are common motivations for travel, with many major tourist destinations having developed largely as a result of their connections to sacred people, places and events. Describing practical applications, models and case studies, this book provides an insight into the management of religious tourism, covering both ancient sacred sites and emerging destinations. It fully explored the pressures on sacred spaces to become commercialised and festivalised areas, while still maintaining their religious and spiritual integrity.
5. Riley, Michael  

Riley, Michael  
ISBN: 187315030X  
ISBN: 9781873150306  
This text is an attempt to understand tourism employment in a holistic way. Using ideas from labour economics, work psychology and industrial sociology, the authors look at tourism employment in both its workplace context and its wider economic and social environment and attempt to tell a coherent story. Both behavioural and economic perspectives are used to address questions that are salient to manpower planning, education planning and tourism management. By examining the diversity and commonality within occupations against the background of a dynamic labour market, the text develops themes that contribute to our understanding of the behaviour of workers and managers in the industry.

1. Roesch, Stefan  

Roesch, Stefan  
The Experiences of Film Location Tourists.  
ISBN: 184541120X  
ISBN: 978-1845411206  
Within the last decade film-induced tourism has gained increasing attention from academics and the industry alike. While most research has focused on the tourism-inducing effects of film productions, not much has been written about the film location tourists themselves. This book examines the on-site experiences of these tourists by drawing from various disciplines, including geography, sociology and psychology. The author accompanied tourists to film locations from The Lord of the Rings, Star Wars and The Sound of Music and conducted extensive on-site research with them. The results show that only by understanding the needs and wants of film location tourists can film be utilised as a successful and sustainable instrument within strategic destination marketing portfolios.

Sharpley, Richard
Travel and Tourism.

ISBN: 141292295X
ISBN: 9781412922951

The Sage Course Companion in Travel and Tourism is an accessible introduction to the subject that will help readers extend their understanding of key concepts and enhance their thinking skills in line with course requirements. It provides support on how to revise for exams, how to present calculations, and how to prepare for and write assessed pieces. Readers are encouraged not only to think like a Travel and Tourism professional but also to think about the subject critically.


Timothy, Dallen J.
Shopping Tourism, Retailing, and Leisure.

ISBN: 1873150598
ISBN: 9781873150597

Shopping Tourism, Retailing and Leisure provides a comprehensive examination of the relationships between tourism, leisure, shopping, and retailing. Critical issues are examined within the framework of the dichotomous relationship between utilitarian and hedonic forms of shopping, shopping as a primary and secondary attraction in tourist destinations, the development of various tourist-retail venues, the role of souvenirs in tourism, and management issues (e.g. merchandising, venue design, and customer service).
4. Tisch, Jonathan M.  

Tisch, Jonathan M.
Chocolates on the Pillow Aren't Enough. Reinventing the Customer Experience.

ISBN: 0470043555
ISBN: 9780470043554

"Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!"

David Neeleman, founder and CEO, JetBlue Airways Corporation.

"If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some."

Millard S. Drexler, Chairman and CEO, J. Crew Group

"What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more."

Emeril Lagasse


Tourism Research Methods. Integrating Theory with Practice.
Edited by Brent W. Ritchie, Peter Burns, Catherine Palmer.

ISBN: 0851999964
ISBN: 9780851999968

Within the tourism industry there is a growing consensus on the need for research to investigate the economic, social and environmental impacts of tourism. However, existing research methods texts are based solely on either the business approach or the social science approach to tourism. They often fail to provide real world examples of how to plan, implement or analyse tourism related research. This book aims to address this divide by integrating theory with practice through the inclusion of
specific tourism research case studies alongside research theory. It considers a wide range of research issues, approaches and techniques with contributions from both experienced and new researchers.


   Traveller's Atlas. Where to Visit, When to Go, and What to See.
   Roger East, Chris Jagger

   *ISBN: 140531253X*
   *ISBN: 9781405312530*


   **Water-Based Tourism, Sport, Leisure, and Recreation Experiences.**
   edited by **Gayle Jennings**

   *ISBN: 075066181X*
   *ISBN: 9780750661812*

   Written by a team of international contributors, from Australia, Europe and the USA, the text uses international case studies and examples to illustrate and highlight discussion.

   Contributors include: Paul Beedie, De Montfort University, UK; Kay Dimmock, Southern Cross University, Australia; Gary Easthope, University of Tasmania, Australia; Simon Hudson, University of Calgary, Canada; Gayle Jennings, Griffith University, Australia; Lilian Jonas, Jonas Consulting, USA; Les Killion, Central Queensland University, Australia; Gianna Moscardo, James Cook University, Australia; Harold Richins, Sierra Nevada College, USA; Chris Ryan, The University of Waikato, New Zealand.

   * A unique insight into these growing areas of the tourism industry looking at their interaction, market profiles, advantages and their effects on the environment.
   * International contributor team provides a wealth of perspectives and case studies
   * Considers future directions and impacts (positive and negative)

Weaver, David
Ecotourism.
ISBN: 0470813040
ISBN: 9780470813041
Ecotourism, second edition has been thoroughly revised to reflect contemporary developments in ecotourism. Building on the strengths of the first edition, the text discusses the significance of ecotourism in the domestic and international tourism sector. Ecotourism origins, markets, venues and impacts form the basis of the first part of the book. Business aspects of ecotourism, external environments, organisations and policies are examined in the second part of the book, along with special environments and activities such as whale watching, islands, polar regions and indigenous territories. The management of ecotourism is covered comprehensively and is illustrated by extensive industry and destination examples derived mainly from the peer-reviewed literature. A highlight of the book is a regional survey of ecotourism that offers comparative insights into ecotourism in Australia, the South Pacific, Asia, Europe, the Americas and Africa.
Ecotourism is a high yield tourist category within the national tourism industry and issues such as site planning and development, operator obligations and best practices, strategic management and the role of indigenous communities have become crucial professional and industry considerations.


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This book introduces the current and future manager to writing in the hospitality Industry. Starting with a grammar review, the book quickly moves into the writing done daily in the various hospitality operational departments from food and beverage to lodging. Ideal for both the classroom and the office, this book provides current and future managers with the tools needed to communicate effectively in the hospitality industry.
Tourism is an intensely geographic phenomenon. It stimulates large-scale, global movement of people and forges distinctive relationships between people and the places they visit. It shapes processes of physical development and resource exploitation, whilst the presence of visitors exerts a range of economic, social, cultural and environmental impacts that often have important implications for local geographies.

This second edition of *Tourism Geography* develops a critical understanding of how different geographies of tourism are created and maintained. Drawing on both historical and contemporary perspectives, the discussion—which is in three main parts—connects tourism to key geographical concepts relating to globalization, mobility, new geographies of production and consumption, and post-industrial change. Part I examines how spatial patterns of tourism are formed and evolve through time. Part II offers an extended discussion of how tourism relates to places that are toured, examining physical and economic development, socio-cultural and environmental relations and the role of tourism planning. Part III develops a range of new material for this second edition that considers important contemporary influences upon tourism geographies, including place promotion, new forms of urban tourism, heritage, identity and embodied forms of tourism.

Featuring international case studies and supported by up-to-date statistics, the text offers a concise yet comprehensive review of tourism geography and how geographers can interpret this important contemporary process. Written primarily as a student text, each chapter includes guidance for further study and summary bibliographies that form the basis for independent work.