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By Stephen J. Page



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One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject.

It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data and statistics.

This fifth edition has been revised and updated to include:

- new content on: sports, festivals and event tourism, social media impacts on tourism and the effects of the global economic downturn on tourism, as well as emerging themes in tourism such as slow travel, dark tourism, volunteer tourism and medical tourism
- updated case studies on BRIC markets and new case studies from the Middle East and Asia
- enhanced tourism and sustainable development coverage, which runs throughout the book as a major theme, highlighting the challenge of climate change and future tourism growth
- transport section with more international perspectives from China and South America
- an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links, and longer reflective case study per chapter to aid both teaching and learning.



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Editorial Review

Review

"Anyone interested in tourism management will value this book because of its breadth and scope. If you are concerned with the heated issues of managing visitors and their impact as well as the future range of management problems that the tourism industry need to address, this is the book you cannot afford to miss." - *Barry Mak, PhD, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University*

"The newly revised 5th edition of *Tourism Management* is an excellent textbook, comprehensive and easy to read, that covers the fundamentals of tourism management issues with appropriate resources; much more than a general academic treatment of the topic of tourism management. It is a multi-purpose book, serving as classroom textbook, reference book, and business guidebook for practitioners and professionals in the field of tourism." - *Muzaffer Uysal, Professor of Tourism and Hospitality Management, Virginia Tech, USA*

"'Tourism Management' is an ideal text for students who are either embarking on tourism studies as a field of study or for students taking a one-off 'expedition' into tourism studies. Extensively updated with a more focused emphasis on sustainability, many additional case studies and an expanded global coverage this text certainly meets the needs of the contemporary student." - *Bruce Prideaux, Professor, Marketing & Tourism, College of Business, Law & Governance, James Cook University, Australia*

About the Author

Stephen J. Page is Associate Dean (Research) Hertfordshire Business School and Professor of Business and Management, University of Hertfordshire; author and editor of 41 books on tourism, leisure and events; and Editor of the journal *Tourism Management*.

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