



The Management of International Tourism (RLE Tourism) (Routledge Library Editions: Tourism)

Stephen F Witt, Michael Z Brooke, Peter J. Buckley

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International tourism is one of today's major growth industries necessitating increasingly more sophisticated management techniques. In the light of this expansion and growing significant economic importance, this book provides a comprehensive overview of international tourism, placing particular emphasis on the management of tourism.

The subject coverage of the book is wide-ranging: the authors examine the following issues:

- the impact of environmental issues on tourism management
- tourism demand and forecasting
- the key methods of operation of companies within the industry
- the functional areas of marketing, finance, organization and staffing
- research and innovation
- corporate strategy.

The book will be of value and interest to both students and academics, as well as managers in the fields of tourism, travel, hospitality and consultancy.

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