



Strategic Management for Travel and Tourism

Nigel Evans, George Stonehouse, David Campbell

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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.



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