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Sommario/riassunto	This book equips students and future managers of tourism with both the business skills and an understanding of tourism, which will enhance their employment prospects within the dynamic industry. The Business of Tourism Management (BOTM) provides an introduction to key aspects of tourism, and to the practice of managing a tourism business. It explores the functions of management within the world of tourism, showing how tourism as a business has evolved, how the tourism and travel industry is structured, and how tourism businesses operate within their political, economic and socio-cultural environments. Written and contributed by leading academics and practitioners in the UK, Europe and Australia, The Business of Tourism Management is ideal for both undergraduate and postgraduate students of tourism management. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date.

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