

1. Record Nr.	UNINA9910450065703321
Autore	Murphy Peter E. <1942->
Titolo	Strategic Management for Tourism Communities [[electronic resource]] : Bridging the Gaps
Pubbl/distr/stampa	Clevedon, : Multilingual Matters, 2004
ISBN	1-84541-322-9 6610628025 1-280-62802-2 9781873150857 9786610628025 1-873150-85-7
Descrizione fisica	1 online resource (456 p.)
Collana	Aspects of Tourism S., No. 16 ; ; v.No. 16
Altri autori (Persone)	MurphyAnn E
Disciplina	338.4791 910/.68/4
Soggetti	Tourism Geography Earth & Environmental Sciences Travel & Tourism Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Acknowledgements; Part 1 Prologue; Part 2 Key Business Management Functions in Tourism; Part 3 Tourism Community Stakeholders; Part 4 A New Paradigm; Epilogue; Appendix: Strategic Tourism Planning Resources; Bibliography; Index
Sommario/riassunto	Strategic planning within a community framework is essential for tourism to reach its potential. This book combines the four principal functions of business management and stakeholder analysis to develop a model of collaborative decision making. Authors from La Trobe University, Vic.