Record Nr. UNINA9910782402703321 The management of tourism [[electronic resource] /] / edited by Lesley **Titolo** Pender and Richard Sharpley Pubbl/distr/stampa London, : SAGE, 2005 **ISBN** 9786611794446 0-7619-4021-9 1-281-79444-9 1-84860-527-7 Descrizione fisica 1 online resource (xxiii, 347 p.) : ill., map Altri autori (Persone) PenderLesley SharpleyRichard <1956-> 338.4791 Disciplina Soggetti Tourism - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di bibliografia Includes bibliographical references (p. [324]-343) and index. Nota di contenuto Cover: Contents: List of Figures: List of Tables: List of Abbreviations: List of Contributors; Preface; Part I: Managing the Tourism System; Chapter 1 - Introduction; Chapter 2 - The accommodation sector: managing for quality; Chapter 3 - Airlines, airports and international aviation; Chapter 4 - Tour Operations Management; Chapter 5 -Managing tourism distribution; Part II: Managing Tourism Businesses; Chapter 6 - Human Resources Management in Tourism; Chapter 7 -Marketing Management for Tourism; Chapter 8 - Strategy for tourism; Chapter 9 - Managing Finance for Tourism Chapter 10 - The law and tourismPart III: Managing Tourism in its Environment; Chapter 11 - Managing urban tourism; Chapter 12 -Managing the countryside for tourism: a governance perspective; Chapter 13 - Managing tourism for development; Chapter 14 - Site and Visitor Management at Natural Attractions; Part IV: Contemporary Issues in Tourism Management: Chapter 15 - The role of government in the management of tourism: the public sector and tourism policies; Chapter 16 - Information and communications technologies for tourism

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based data miningChapter 18 - Tourism and the environment; Chapter 19 - International tourism: the management of crisis; Chapter 20 - Ethics in Tourism Management; Chapter 21 - Managing the heritage enterprise for liveable host communities; Conclusion; References; Index

This text provides detailed coverage of the breadth of issues involved in the management of tourism businesses. It explains and supports fundamental business management aspects whilst examining specific techniques required for the successful management of a variety of tourism businesses.