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Descrizione fisica	1 online resource (vi, 232 p.)
Collana	SAGE course companions
Disciplina	338.4791
Soggetti	Tourism
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [227]-229) and index.
Nota di contenuto	Cover; Contents; Part I: Introducing your companion; Part II: Core areas of the curriculum; 1 - Introducing travel and tourism; 2 - Global tourism; 3 - The demand for travel and tourism; 4 - Tourist motivation; 5 - The travel and tourism industry; 6 - Transport for travel and tourism; 7 - Air transport; 8 - Accommodation; 9 - Attractions; 10 - Tour operations; 11 - Travel and tourism retailing; 12 - Marketing in travel and tourism; 13 - Strategy in travel and tourism; 14 - Economics of travel and tourism; 15 - Tourism and development; 16 - Planning travel and tourism 17 - Tourism and the environment 18 - Tourism, society and culture; 19 - Visitor management; 20 - Urban tourism; 21 - Rural tourism; 22 - Contemporary issues in travel and tourism; Part III: Study, writing and revision skills; 1 - How to get the most out of your lectures; 2 - How to make the most of your seminars; 3 - Essay-writing tips; 4 - Revision hints and tips; 5 - Exam tips; 6 - Tips on interpreting essay and exam questions; Glossary; References; Index
Sommario/riassunto	'Travel and Tourism' is an accessible introduction to the subject that will help readers extend their understanding of key concepts and enhance their thinking skills in line with course requirements. It provides support on how to revise for exams how to present calculations and how to prepare for and write assessed pieces.

