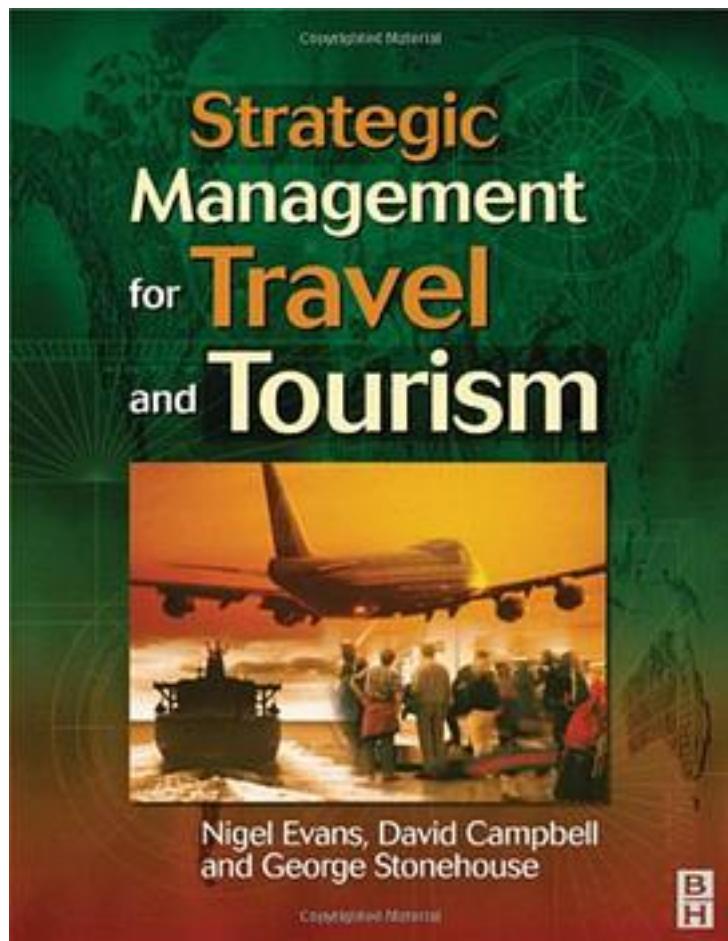


Strategic Management for Travel and Tourism



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著者:Evans, Nigel/ Campbell, David/ Stonehouse, George

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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; and 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. It is specifically written for the travel and tourism industry with strategic management applications and theory. It brings theory to life with industry-based case studies from Airtours, Marriott and Thomas Cook to enhance learning and understanding. It is a well rounded book which covers the contemporary strategic issues affecting travel and tourism organizations, such as cruising and 'all-inclusive' holidays.

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