

Resort Destinations



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Destination management and resort development and planning are strong core areas in the final year of most undergraduate degrees and a popular area of study at postgraduate level.

Using original case studies based on the author's own research, Resort Destinations:

evolution, management and development uses examples from Australia's Gold Coast, Britain's Brighton, USA's Las Vegas, as well as Hong Kong, New Zealand and the Caribbean.

- * Discusses the threats to resort destinations and presents new evaluation methods and planning tools for analysis

- * Looks at the impact and role of individuals as visionaries, investors, marketers and planners

- * Case study examples from Australia's Gold Coast, Brighton UK, Las Vegas USA as well as Hong Kong, New Zealand and the Caribbean add practical insight and illustrate how theory is applied to the practical situations

作者介绍:

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