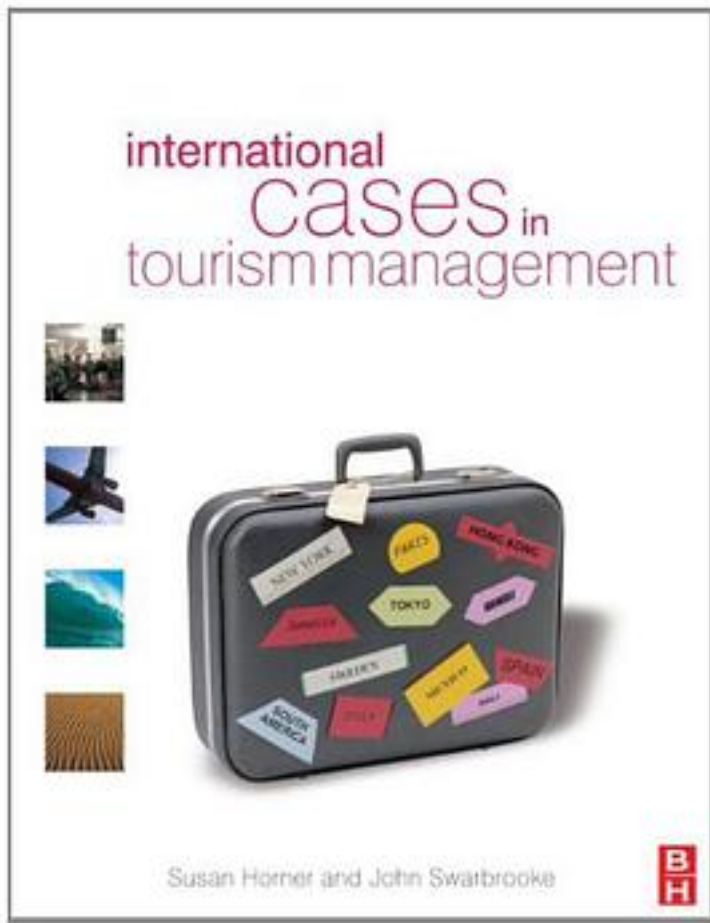


International Cases in Tourism Management



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"International Cases in Tourism Management" includes: profiles of individual companies; case studies on destination management and marketing; material on different management functions in tourism, such as marketing and human resource

management; and case studies of particular types of tourism, such as ecotourism and cultural tourism. The case studies are supplemented by exercises and questions, which ensure that for students and tutors alike the book is the ideal accompaniment to all tourism courses. It includes a wide-ranging collection of pertinent case studies from around the world. It is an ideal companion volume for both tutors and students of tourism.

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