

TOURISM

How effective
management makes
the difference



Roger Doswell



Tourism: How Effective Management Makes the Difference

By Roger Doswell

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This is an essential guide which also explains effective management in relation to current trends in tourism. It incorporates extensive coverage of the characteristics of tourism, making it ideally suited for those studying tourism, travel and business studies. Individual managers and policy decision makers will also find that this book addresses vital management issues and provides practical help. It covers both public and private sectors and shows how they can be brought together as a cohesive whole. It examines the functions of management, from planning to the monitoring of performance and results. Coverage of the crucial aspects of tourism management also includes economics, politics and government action, the environment, cultural influences, marketing, physical planning, human resources development and public awareness.

Roger Doswell, formerly a lecturer and Kobler research fellow of University of Surrey, is a leading expert on tourism and has written or co-written ten books on the subject. During a long career he has travelled the world for many international organisations as a tourism development consultant.

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About the Author

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