



Tourism: How Effective Management Makes the Difference

By Roger Doswell

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Tourism: How Effective Management Makes the Difference By Roger Doswell

Tourism: How effective management makes the difference builds tourism's components and impacts into a total framework showing how it should be made subject to an overall planning and management process.

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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Review

'Excellent...Clear, well-structured content...ideal for under- and post-graduates. Covers courses well.'
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From the Publisher

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About the Author

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