

6<sup>TH</sup> EDITION

# TOURISM MANAGEMENT

STEPHEN J. PAGE



# TOURISM MANAGEMENT

One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject with a global focus.

It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide-ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast-growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data, statistics, weblinks to key reports and industry studies.

This 6th edition has been revised and updated to include:

- new content on: sports, festivals and event tourism, including the impact of the Olympic Games, social media impacts on tourism and the growth of medical tourism
- contemporary issues affecting businesses, such as disruptive technology, the rise of Airbnb, the impact of terrorism on destination instability and safety, and the potential effect of BREXIT
- updated case studies on BRIC markets and an enhanced focus on Asia as well as emerging markets such as the Middle East and South America
- enhanced sustainable development coverage highlighting the challenge of climate change and future tourism growth, including new debates such as Last Chance Tourism and overtourism
- a transport section with more international perspectives from China and South America and globalized transport operators, and a case study on using taxation to limit air travel behaviour
- an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links.

**Stephen J. Page** is Associate Dean (Research) and Professor of Business and Management at Hertfordshire Business School, University of Hertfordshire, UK. He holds an Honorary Doctorate from the University of West London, is an Honorary Professor at the University of Wales, and has worked as a Tourism Consultant with different organizations, including the United Nations World Tourism Organization, OECD, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise, Harrah's Casinos and Sky Tower, Auckland, New Zealand, among many other clients. He is the author and editor of 43 books on Tourism, Leisure and Events, as well as the Editor of the leading tourism journal, *Tourism Management* – a role he has held since 1996 – and the Editor of the *Routledge Advances in Tourism* book series.

## Praise for the 5th Edition

‘Anyone interested in tourism management will value this book because of its breadth and scope. If you are concerned with the heated issues of managing visitors and their impact as well as the future range of management problems that the tourism industry need to address, this is the book you cannot afford to miss.’

*Barry Mak*, PhD, Associate Professor, School of Hotel and  
Tourism Management, The Hong Kong  
Polytechnic University, Hong Kong

‘The newly revised 5th edition of *Tourism Management* is an excellent textbook, comprehensive and easy to read, that covers the fundamentals of tourism management issues with appropriate resources; much more than a general academic treatment of the topic of tourism management. It is a multi-purpose book, serving as classroom textbook, reference book and business guidebook for practitioners and professionals in the field of tourism.’

*Muzaffer Uysal*, Professor of Tourism and Hospitality  
Management, Virginia Tech, USA

‘*Tourism Management* is an ideal text for students who are either embarking on tourism studies as a field of study or for students taking a one-off “expedition” into tourism studies. Extensively updated with a more focused emphasis on sustainability, many additional case studies and an expanded global coverage this text certainly meets the needs of the contemporary student.’

*Bruce Prideaux*, Professor, Marketing & Tourism,  
College of Business, Law & Governance,  
James Cook University, Australia

*6th Edition*

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