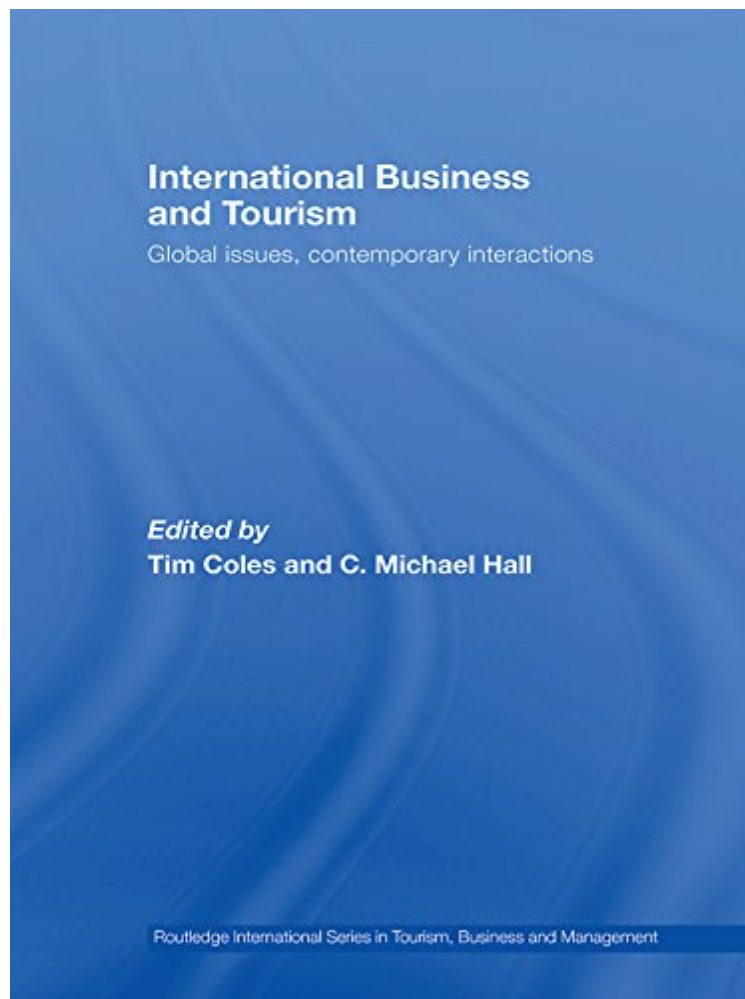


[E-BOOK] International Business and Tourism: Global Issues, Contemporary Interactions (Routledge International Series in Tourism, Business and Management)

International Business and Tourism: Global Issues, Contemporary Interactions (Routledge International Series in Tourism, Business and Management)

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From Routledge : International Business and Tourism: Global Issues, Contemporary Interactions (Routledge International Series in Tourism, Business and Management) before purchasing it in order to gage whether or not it would be worth my time, and all praised International Business and Tourism: Global Issues, Contemporary Interactions (Routledge International Series in Tourism, Business and Management):

Whether itrsquo;s bungee jumping in Queenstown or visiting the Guinness factory in Dublin, where we travel ndash;

and what we do when we get there - has changed significantly in the past twenty years. This innovative textbook explores what is possibly the most unrecognized of international service industries, placing tourism in the context of contemporary globalization and trade-in services. It provides new perspectives on tourism as a form of international business, and the implications for firms, the state and individuals. Split into four separate sections, with introductions outlining the key themes in each, it examines important topics such as: the role of governance and regulation in tourism services the effects of increased global mobility on tourism entrepreneurship how tourism businesses are becoming internationalized why other business sectors are increasingly interested in tourism. Case studies are used throughout to highlight important issues, from developments in the aviation industry to the rise of working holidays. This book gets to the core of a crucial service industry, and is essential reading for any researcher or student of tourism or international business.

About the Author Tim Coles is University Business Research Fellow and Senior Lecturer in Management in the School of Business and Economics at the University of Exeter, UK, where he is also co-director of the Centre for Tourism Studies. C. Michael Hall is Professor of Marketing in the Department of Management, University of Canterbury, New Zealand; Visiting Professor, Faculty of Organisation and Management, Sheffield Hallam University, UK; and a Docent at the Department of Geography, University of Oulu, Finland. He is also co-editor of the journal *Current Issues in Tourism*.