

International Cases in Tourism Management

Susan Horner, John Swarbrooke

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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 * 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.

"The cases are sufficiently broad in covering the tourism industries: airlines, tour operators, publishers, associations, destinations, NGOs, tourism ministries, attractions, hotels, cruise lines, specialty tourism, education/training,

timeshares, and others. ...most instructors will find some cases in the book to enliven the classroom experience for early undergraduate students." - D.C. Frechtling , Department of Tourism and Hospitality Management, School of Business, The George Washington University, USA

About the AuthorPrincipal Lecturer in Tourism and Hospitality, Sheffield Hallam University. Susan is a specialist in applied consumer behaviour and marketing. She is the author of a wide range of books, articles, papers and distance learning materials with a particular focus on the tourism and hospitality sectors. Susan has also developed a particular interest and expertise in the writing and use of case studies for innovative teaching and learning experiences. Head of Tourism and Hospitality, Sheffield Hallam University and Professeur Visitant at IMHI Paris. John is the author of seven books on tourism and has been a keynote speaker at major international conferences in many countries including the UK, Russia, Greece, Indonesia, Portugal, Turkey, Sri Lanka and Brazil. He is also Chair of ATLAS, the association of universities involved in Tourism Education and research.

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