



Strategic Management for Travel and Tourism

By Nigel Evans, George Stonehouse, David Campbell

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Strategic Management for Travel and Tourism is the must-have text for students studying travel and tourism. It brings theory to life by using industry-based case studies, and in doing so, 'speaks the language' of the Travel and Tourism student.

Among the new features and topics included in this edition are:

- * international case studies from large-scale businesses such as Airtours, MyTravel and South West Airlines
- * user-friendly applications of strategic management theory, such as objectives, products and markets and strategic implementation, together with illustrative case studies, and longer case studies for seminar work and summaries
- * contemporary strategic issues affecting travel and tourism organizations, such as vertical integration and strategic alliances

Strategic Management for Travel and Tourism is a well-rounded book, ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism.

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Review

"...the appeal of this book lies in its ability to act as a general reference text primarily to final year undergraduate students.

In a text of 401 pages the authors have been able to provide a comprehensive introduction to the concept of business strategy. Material is clear concise and logical and the text is written in a student-friendly fashion.

There is much to commend in this book and as such it should make a valuable contribution to the teaching of tourism."

- Tourism Management

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About the Author

David Campbell is senior lecturer in strategic management at Newcastle Business School, University of Northumbria at Newcastle. He is the author of several books including 'Business Strategy' and 'Organizations and the Business Environment'. His research interests include business ethics and social and environmental accounting.

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