



The Business of Tourism 10th edn

By J. Christopher Holloway, Claire Humphreys

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The tourism industry is in a constant state of flux, where trends and attitudes are frequently susceptible to outside influences, including factors such as technological and economic change. *The Business of Tourism* by Chris Holloway and Claire Humphreys is the ideal textbook to help readers not only understand these new changes but look at them with a critical eye and predict future trends.

This book is an essential text for students of tourism management or travel and tourism. The historical context is combined with background theory and research, plus up-to-date international case studies. It examines in detail the tourism product, its impacts and the nature of the tourist, to provide the reader with a comprehensive understanding of the management of this important global industry. The result is a practical and relevant text for any student wishing to work in one of the many diverse sectors of the tourism industry.

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Editorial Review

From the Back Cover

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Key features

- Throughout the text, the 'Future Issues' are considered to offer some predictions of how things may change in the industry.
- In-depth case studies drawing together experiences of the industry from around the world are used to explore key tourism issues.
- Completely updated to cover some key and emerging industry topics including sex tourism, sports tourism, travel technology and events tourism.

Chris Holloway is former Professor of Tourism Management at Bristol Business School, University of West of England. Previously, he held management positions in passenger shipping, tour operating and retail travel in both the USA and the UK.

Claire Humphreys is a Principal Lecturer at the University of Westminster. She has experience working in and researching different aspects of the tourism industry and is particularly interested in tourist consumer behaviour.

Users Review

From reader reviews:

Elizabeth Cao:

Book is to be different for each and every grade. Book for children until finally adult are different content. We all know that that book is very important usually. The book The Business of Tourism 10th edn was making you to know about other expertise and of course you can take more information. It doesn't matter what advantages for you. The guide The Business of Tourism 10th edn is not only giving you a lot more new information but also being your friend when you truly feel bored. You can spend your personal spend time to read your book. Try to make relationship while using book The Business of Tourism 10th edn. You never experience lose out for everything when you read some books.

Ashley Washington:

The book untitled The Business of Tourism 10th edn contain a lot of information on the item. The writer explains the woman idea with easy method. The language is very simple to implement all the people, so do not worry, you can easy to read this. The book was authored by famous author. The author brings you in the new period of literary works. It is easy to read this book because you can please read on your smart phone, or program, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and order it. Have a nice read.

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