



Tourism: Principles and Practice (3rd Edition)

By Chris Cooper, Stephen Wanhill, John Fletcher, David Gilbert, Alan Fyall

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This text introduces the fundamental principles of tourism and provides a framework that effectively integrates theory and practice. A global and diverse spread of examples shows the impacts and influences of this fast-changing industry on its environment and vice versa. Companion website includes an Instructor's Manual and Powerpoint slides for the tutor; self-assessment questions, weblinks and a glossary of key terms for the student. Suitable for a wide range of introductory and other modules on undergraduate and postgraduate degree programmes in Tourism

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Editorial Review

Review

"A comprehensive and excellent textbook for undergraduate students in tourism. With its more thorough elaboration, new layout and web site references, the professional and pedagogical value of the third edition is considerably increased." Ragnar Prestholdt, Høgskolen I Telemark, Norway

"With updated material and sources, enhanced pedagogical learning methods and a new, appealing appearance, this third edition of the Cooper et al. book is a very welcomed improvement on the successful second one; an essential reading for undergraduate and postgraduate students of tourism and for all those seeking a textbook with a thought-provoking treatment of the sector." Andreas Papatheodorou, Surrey University, UK

"Tourism: Principles and Practice third edition is an informative and comprehensive introductory tourism text. It balances sound theoretical underpinning in an attractive and bright eye-catching format. There is a mix of self-check questions, essay questions and case studies that build on content and will assist students to understand the subject." Deborah Edwards, University of Western Sydney, Australia

"As the business of tourism becomes more and more competitive, so to does the teaching of tourism. Sourcing books that not only teach students the fundamental principles of how the whole tourism system operates and are able to generate deeper thinking of critical issues, but ones that also manage to capture their imaginations is difficult. This third edition of Tourism: Principles and Practice provides a competitive advantage to tourism academics by meeting these requirements. Well researched, a clean layout, interesting case studies from around the world and the good use of colour in this book will ensure its popularity." Martin Fluker, Victoria University, Australia

"This new edition makes a timely and valuable contribution to the field of tourism and brings an already excellent book truly up-to-date with the latest requirements in this subject-area"

"An excellently structured and coherent edition of an already crucial text for those studying in the field tourism today" Peter Bolan, Course Director - International Travel & Tourism Management, University of Ulster, Northern Ireland

"Produced by a team of experienced, well respected authors and previously one of the most comprehensive introductions to tourism studies, this new edition is written in an assured style, with a clear readable text, supported by detailed case studies and is presented in an attractive layout. Invaluable reading for undergraduate students!" Peter Mason, University of Luton, UK

"With a sensibly designed, attractive, accessible format this vibrant, stimulating student-friendly text guides the reader informatively and systematically through the complexities of contemporary tourism issues. Clear, cogent and erudite - with appropriate supporting case material, relevant illustrations and suggested further reading - this is a welcomed, up dated third edition of an established, proven, successful text." Brian Wheeler, Visiting Professor of Tourism NHTV, Breda, The Netherlands

From the Back Cover

„This new edition makes a timely and valuable contribution to the field of tourism and brings an already excellent book truly up-to-date with the latest requirements in this subject-area“

- Peter Bolan, University of Ulster

Security fears, internet bookings, and the budget airline industry - just three of the many factors that have radically altered the shape of both domestic and international tourism in the last three years.

Written by an authoritative team of teachers and researchers, the 3rd edition of this leading tourism textbook provides up-to-date explanation and analysis of these key themes, as well as all the other major issues,

players and impacts of the world's largest industry.

Supported by a wide range of international case studies, from sustainable tourism in the Arctic to mass tourism in Benidorm, questions and activities to stimulate reflection and discussion, and readings and references to encourage and facilitate further research, *Tourism: Principles and Practice* provides a comprehensive introduction to the subject.

- the most recent issues, trends and data in a fast-moving area
- 63 new case studies all complete with discussion questions
- visually stunning full colour design

A comprehensive companion website at www.booksites.net/cooper provides valuable extra resources, including self-assessment questions and revision tools for students; case and teaching notes, sample answers and presentation slides for tutors.

Chris Cooper is Foundation Professor and Head of the School of Tourism and Leisure Management at The University of Queensland, Australia.

Professor David Gilbert teaches in the School of Management at the University of Surrey, UK

Professor John Fletcher, Professor Stephen Wanhill and Alan Fyall are all at the International Centre for Tourism and Hospitality Research at Bournemouth University, UK.

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Users Review

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This Tourism: Principles and Practice (3rd Edition) book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this guide incredible fresh, you will get information which is getting deeper anyone read a lot of information you will get. That Tourism: Principles and Practice (3rd Edition) without we know teach the one who reading through it become critical in thinking and analyzing. Don't be worry Tourism: Principles and Practice (3rd Edition) can bring when you are and not make your tote space or bookshelves' come to be full because you can have it with your lovely laptop even telephone. This Tourism: Principles and Practice (3rd Edition) having fine arrangement in word as well as layout, so you will not really feel uninterested in reading.

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