



Essentials of Tourism

By Chris Cooper

Pearson Education Limited, United Kingdom, 2016. Paperback. Book Condition: New. 2nd Revised edition. 265 x 195 mm. Language: N/A. Brand New Book. How has a family-run hotel in Jamaica become one of the leading sustainable tourism projects in the world? - and just how has the rise of social media impacted upon tourism market research? - and how effective are crowd-sourced destination strategies? For answers to these and many other contemporary tourism questions, simply turn to the second edition of Essentials of Tourism by Chris Cooper. From digital marketing to assessing the impact of events, every tourism student will find this book essential reading for not only grasping the key issues but applying them to real world problems faced by professionals in the tourism industry. The book includes many new case studies from every continent around the world including cases from Australia, New Zealand, Sri Lanka, Austria, Cambodia, South Africa, India and Bulgaria to give you a truly global approach to how tourism theory can be applied in an international context. This is combined with a lively and accessible writing style which will support and guide you through how tourism has been affected and will continue to be shaped by...



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Mind Map on Essentials of Tourism, created by Sunna Guðmundsdóttir on 03/11/2015. No tags specified. tourism. 1 Kafli 1 - Tourism Essentials. 1.1 The History of Tourism. 1.2 Leiper's Model 1979. Annotations: 1. Tourist 2. Geographical elements 3. the tourism sector. 1.3 Demand and Supply. Annotations The Essentials of Tourism by Chris Cooper is a must read for all tourism students and researchers. As an overview it addresses issues that have to do with demand for tourism, the tourism industry as well as the tourism destination. It supports tourism industry professionals to develop a comprehensive picture of the economic, environmental, cultural and social impacts of tourism. The book emphasises government policy and sustainability concerns whilst addressing market forces with cases from around the world. Tourism Essentials is a basic skills-based book offering effective language practice for students of tourism. It covers a wide range of useful topics such as cooking, making hotel reservations and applying for jobs. Tourism Essentials gives students the essential language and communication skills that they need to work in the tourism sector. Interesting, up-to-date topics. Emphasis on communication and real language. Clear presentation of vocabulary. Contemporary, authentic texts. Regular listening practice.