

ROUTLEDGE

Tourism, Hospitality & Events Textbooks

New and Key Titles 2015



Welcome

Now updated with titles publishing to the end of 2015, this online catalog contains key textbooks from new and established authors in the area of Tourism, Hospitality & Events. Including a wide range of textbooks for undergraduate and postgraduate courses, you will find whatever you need to teach courses on a variety of subjects, and challenge your students along the way.

To see the rest of our Tourism, Hospitality & Events books, please visit www.routledge.com/tourism

eBooks

We have over 30,000 eBooks available across the Humanities, Social Sciences, Behavioural Sciences, Built Environment, STM and Law, from leading imprints, including Routledge, Focal Press and Psychology Press. These eBooks are available for both individual and institutional purchase.

INDIVIDUALS

Our eBooks are available for individual purchase at the Taylor & Francis eBookstore.

Please visit www.ebookstore.tandf.co.uk to browse and purchase.

LIBRARIES AND INSTITUTIONS

Subscribe to or purchase a wide range of eBook packages or pick and mix your own from our complete collection (a minimum number of titles applies). FREE TITLES are available. For more information, please visit www.tandfebooks.com or contact your local sales team.

eUpdates

Register your email at www.tandf.co.uk/eupdates to receive information on books, journals and other news within your area of interest.

Partnership Opportunities at Routledge

At Routledge we always look for innovative ways to support and collaborate with our readers and the organizations they represent.

If you or your organization would like to discuss partnership opportunities, from reciprocal marketing activities to commercial enterprises, please do get in touch on partnerships@routledge.com.

Considering Books for Course Use?



This symbol shows books that are available as complimentary exam copies for lecturers or faculty considering them for course adoption. To obtain your copy visit the URL listed beneath the title in the catalog and select your choice of print or electronic copy.

Visit www.routledge.com or in the US you can call 1-800-634-7064.



This symbol shows books that are available as electronic inspection copies only.

Trade Customers' Representatives, Agents and Distribution

For a complete list, visit: www.routledge.com/representatives.

THE EASY WAY TO ORDER

Ordering online is fast and efficient, simply follow the on-screen instructions. Alternatively, you can call, fax, or see ordering information at the back of this catalog.

UK and Rest of World

Call: +44 (0)1235 400524
Fax: +44 (0)20 7107 6699

US, Canada and Latin America

Call: 1-800-634-7064
Fax: 1-800-248-4724

Contacts

EBOOK AND ONLINE SALES

UK and Rest of World:

Email: online.sales@tandf.co.uk
Call: +44 (0)20 3377 3804

US, Canada and Latin America:

Email: e-reference@taylorandfrancis.com
Call: Toll free: 1-888-318-2367
Overseas: 1-561-998-2505

JOURNALS

UK and Rest of World:

Online: www.tandfonline.com
Email: tf.enquiries@informa.com
Call: +44 (0)20 7017 5544

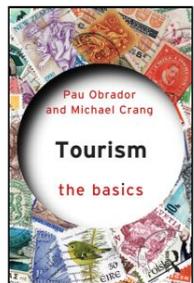
US, Canada and Latin America:

Online: www.tandfonline.com
Email: customerservice@taylorandfrancis.com
Call: Toll free: 1-800-354-1420
Overseas: 1-215-625-8900

Contents

Management: Tourism, Events and Hospitality	2
Marketing: Tourism, Events and Hospitality	6
Research Methods & Statistics: Tourism, Events and Hospitality	8
Human Resource Management: Tourism and Hospitality	10
Sustainability & the Environment: Tourism, Events and Hospitality	11
Cities & Urban Settings: Tourism and Events	14
Economics: Tourism and Hospitality	15
Policy & Planning: Tourism and Events	17
Tourism Geography & Destinations	19
Theory & Ethics: Tourism and Events	21
Sports: Tourism and Events	22
Index	25

STUDENT REFERENCE

Tourism Studies: The Basics

Pau Obrador Pons, Sunderland University, UK and Michael A Crang, Durham University, UK

Series: *The Basics*

Tourism Studies: The Basics is an engaging, critical introduction to the essential theory and practice of tourism, how it started and how it has developed. Examining the major themes from a range of perspectives, this text answers key introductory questions including:

What is tourism and who are the tourists? What types of tourism exist? How does tourism interact with social life? What impact does tourism have on landscapes and environments? What is the relationship between tourism and colonialism? How does

increased mobility affect tourism? How is tourism evolving?

Adopting a broad interdisciplinary approach to the subject, each chapter begins with a case study and uses rich examples to illustrate and support the concepts discussed. This text will appeal to all those studying tourism in its own right, and from the perspectives of geography, sociology and anthropology.

Routledge

December 2015: 198x129: 224pp

Hb: 978-0-415-52056-0: **£70.00**

Pb: 978-0-415-52057-7: **£15.99**

* For full contents and more information, visit: www.routledge.com/9780415520577

2nd Edition · TEXTBOOK · NEW EDITION

Marketing Destinations and Venues for Conferences, Conventions and Business Events

Tony Rogers and Rob Davidson

Series: *Events Management*

Marketing Destinations and Venues for Conferences, Conventions and Business Events 2nd Edition introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector. It achieves this by looking at issues surrounding business event marketing, strategic planning, destination and venue selling strategies and future challenges.

Accessible, global and informative, this is essential reading for all future business event and conference managers.

Routledge

Market: Events Management

October 2015: 246x189: 294pp

Hb: 978-1-138-85214-3: **£95.00**

Pb: 978-1-138-85215-0: **£34.99**

Prev. Ed Pb: 978-0-750-66700-5

* For full contents and more information, visit: www.routledge.com/9781138852150



2nd Edition · TEXTBOOK · NEW EDITION

Special Event Production: The Process

Doug Matthews

This must-have guide to special event production looks deep the behind-the-scene of an event, and dissects what it is that creates success. It analyses the process - the planning and business aspects to provide a unique guide to producing a variety of events from weddings to festivals. It explains thoroughly, budgeting and resource concerns, planning and cost projections and the role of the well-crafted proposal. This new edition has been updated throughout with up - date content on technology, volunteers, event design venues and marketing as well as new international case studies.

This text is part two of a two book set - also available is *Special Events Production: the resources*.

Routledge

Market: Event Management

October 2015: 246x189: 352pp

Hb: 978-1-138-78566-3: **£100.00**

Pb: 978-1-138-78565-6: **£38.99**

eBook: 978-1-315-76772-7

Prev. Ed Pb: 978-0-750-68243-5

* For full contents and more information, visit: www.routledge.com/9781138785656

2nd Edition · TEXTBOOK · NEW EDITION

International Hospitality Management

Alan Clarke, University of Pannonia, Hungary and Wei Chen

International Hospitality Management, 2e brings together the latest developments in global hospitality operations with contemporary management principles. It develops a critical view of the management practices and the traditional theories, analysing how appropriate they are to the hospitality and tourism industries in a multicultural context. By doing so it provides the reader with a greater awareness of the cultural factors influencing the strategies and performances of hospitality organization. This book is highly illustrated with diagrams, and contains a range of features such as international case studies, review questions and summaries to aid understanding and further knowledge.

Routledge

Market: Hospitality Management

June 2015: 246x189: 392pp

Hb: 978-1-138-78097-2: **£95.00**

Pb: 978-1-138-78096-5: **£38.99**

Prev. Ed Pb: 978-0-750-66675-6

* For full contents and more information, visit: www.routledge.com/9781138780965



2nd Edition · TEXTBOOK · NEW EDITION

Special Event Production: The Resources

Doug Matthews

This must-have guide to special event production resources looks deep behind-the-scenes of an event and dissects what it is that creates success. It analyses the resources and is an extensive reference guide to the technical details of the technical aspects of a big event.

This second edition has been updated to incorporate new audio -visual technology, industry safety standards, special effect platforms, décor and new custom forms of staging for both indoor and outdoor events.

This text is Part two of a two book set - also available is *Special Events Production: the process*

Routledge

Market: Events Management

October 2015: 246x189: 396pp

Hb: 978-1-138-78568-7: **£95.00**

Pb: 978-1-138-78567-0: **£36.99**

eBook: 978-1-315-76770-3

Prev. Ed Pb: 978-0-750-68523-8

* For full contents and more information, visit: www.routledge.com/9781138785670

Management of International Resort Hotel Operations

Robert Hayward, David Graham, John Soane and Zoe McClelland

This title introduces the reader to the complex and diverse nature of managing an international resort hotel, exploring the concept of the resort and its management, its development and typologies. Taking a holistic view, it links the revenue generating areas of the resort to the strategic management functions. Firstly, the volume looks at the historical development of the resort industry and to the management activities primarily associated with the contemporary resort hotel. It then looks at the revenue sources, such as food and beverage, guest leisure activities, and conferencing. Finally it tackles the strategic management functions that underpin a successful resort.

Routledge

Market: Tourism

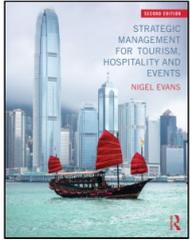
February 2015: 246x189: 256pp

Pb: 978-1-856-17535-7: **£31.99**

* For full contents and more information, visit: www.routledge.com/9781856175357

2nd Edition · TEXTBOOK · NEW EDITION

Strategic Management for Tourism, Hospitality and Events



Nigel Evans, Teeside University, UK

Strategic Management for Tourism, Hospitality and Events is the must-have text for students approaching this subject for the first time. It introduces students to fundamental strategic management principles in a Tourism, Hospitality and Events context and brings theory to life by integrating a host of industry-based case studies and examples throughout. Among the new features and topics included in this edition are: extended coverage of hospitality and events, new case studies from both SME's and large-scale businesses, new content on emerging strategic issues, such as innovation, employment, culture and sustainability and online resources for both student and lecturer.

Routledge

Market: Tourism, Hospitality and Events

January 2015: 246x189: 708pp

Hb: 978-0-415-83727-9: **£100.00**

Pb: 978-0-415-83724-8: **£39.99**

eBook: 978-0-203-77149-5

Prev. Ed Pb: 978-0-750-64854-7

* For full contents and more information, visit: www.routledge.com/9780415837248



TEXTBOOK

Managing Airports 4th Edition

An international perspective



Anne Graham, University of Westminster, UK

Managing Airports presents a comprehensive and cutting-edge insight into today's international airport industry. Approaching management topics from a strategic and commercial perspective rather than from an operational and technical angle, the book provides an innovative insight into the processes behind running a successful airport. This 4th edition has been fully revised and updated to reflect the many important developments in the management of airports and issues facing the aviation industry since the 3rd edition.

Routledge

Market: Air Transport and Tourism

September 2013: 246x189: 328pp

Hb: 978-0-415-52940-2: **£90.00**

Pb: 978-0-415-52941-9: **£33.99**

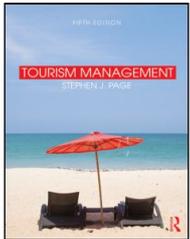
eBook: 978-0-203-11789-7

* For full contents and more information, visit: www.routledge.com/9780415529419



5th Edition · TEXTBOOK · NEW EDITION

Tourism Management



Stephen J. Page, Bournemouth University, UK

One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism. It is written in an engaging style that assumes no prior knowledge and builds up your understanding as you progress through this wide ranging global review of the principles of managing tourism. It is highly illustrated with diagrams and contains short case studies of contemporary themes of interest, as well as new data and statistics. This fifth edition includes new content on: sports, festivals and event tourism, social media impacts on tourism and the global economic downturn; slow travel, dark tourism,

volunteer tourism and medical tourism.

Routledge

Market: Tourism

December 2014: 246x189: 468pp

Hb: 978-1-138-78457-4: **£100.00**

Pb: 978-1-138-78456-7: **£33.99**

eBook: 978-1-315-76826-7

Prev. Ed Pb: 978-0-080-96932-9

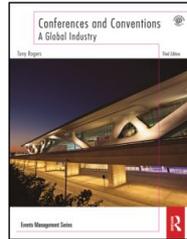
* For full contents and more information, visit: www.routledge.com/9781138784567



3rd Edition · TEXTBOOK

Conferences and Conventions 3rd edition

A Global Industry



Tony Rogers

Series: Events Management

This book provides a comprehensive introduction to the key elements of the global conference, convention and meetings industry. It examines the industry's origins, structure, economic, social and environmental impacts, education, training and career opportunities, and the industry's future development. This edition features new content on social media, web based marketing, the use of technology, experiential marketing and events, the role of trade shows in conventions, and issues of sustainability. It also contains updated case studies on the

growth markets of Asia, Brazil and the Middle East.

Routledge

Market: Events Management

January 2013: 246x189: 424pp

Hb: 978-0-415-52668-5: **£100.00**

Pb: 978-0-415-52669-2: **£33.99**

eBook: 978-0-203-11940-2

Prev. Ed Pb: 978-0-750-68544-3

* For full contents and more information, visit: www.routledge.com/9780415526692



2nd Edition · TEXTBOOK

Wedding Planning and Management

Consultancy for Diverse Clients



Maggie Daniels, George Mason University, USA and **Carrie Loveless**, Carried Away Events, Hawaii, USA

Wedding Planning and Management, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the planning and management of weddings. It is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice and the business of wedding planning in one volume. This second edition has been updated to include content reflecting recent issues such as family dynamics, media influences and the global economy; the most recent research, statistics, vendor information and consultant

guidelines; new international case studies and a new companion website.

Routledge

Market: Event Management and Hospitality Management

December 2013: 254 x 178: 524pp

Hb: 978-0-415-64444-0: **£95.00**

Pb: 978-0-415-64445-7: **£38.99**

eBook: 978-0-203-07953-9

Prev. Ed Pb: 978-0-750-68233-6

* For full contents and more information, visit: www.routledge.com/9780415644457



2nd Edition

Hotel Design, Planning and Development



Richard Penner, Cornell University, Ithaca, New York, USA, **Lawrence Adams**, Mathes Brierre Architects, New Orleans, USA and **Stephani K. A. Robson**, Cornell University, Ithaca, New York, USA

A comprehensive reference for architecture and hospitality students who want to gain a broad understanding of the principles of hotel design and see these applied in easy-to-understand best-practice case study examples.

*Please note that only the ebook may be purchased via the Taylor & Francis Group in North America or the Philippines

Part 1: Hotel Types 2. Urban Hotels 3. Design Hotels 6. Mixed-use Hotels 12. Updating Existing Hotels Part 2: Design Guide 16. Guestroom Design 19. Technical Coordination and Construction

Routledge

Market: Architecture / Hospitality Design

October 2012: 279 x 216: 444pp

Hb: 978-0-080-96699-1: **£70.00**

eBook: 978-0-080-96700-4

* For full contents and more information, visit: www.routledge.com/9780080966991



5th Edition - TEXTBOOK

Food and Beverage Management

Bernard Davis, Andrew Lockwood, Surrey University, UK, **Peter Alcott and Ioannis Pantelidis**, University of Brighton, UK

This introductory textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry.

It explores the broad range of subject areas that encompass the food and beverage market and its five main sectors: fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering. New to this edition

are case studies covering the latest industry developments, and coverage of contemporary environmental concerns, such as sourcing, sustainability and responsible farming. It is illustrated in full colour and contains end-of-chapter summaries and revision questions to test your knowledge as you progress.

Routledge

March 2012: 246x189: 390pp

Hb: 978-0-415-50690-8: **£95.00**

Pb: 978-0-080-96670-0: **£32.99**

eBook: 978-0-080-96671-7

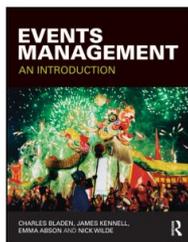
Prev. Ed Pb: 978-0-750-66730-2

* For full contents and more information, visit: www.routledge.com/9780080966700

TEXTBOOK

Events Management

An Introduction



Charles Bladen, University of Greenwich, UK, **James Kennell**, University of Greenwich, UK, **Emma Abson**, University of Greenwich, UK and **Nick Wilde**, University of Greenwich, UK

This engaging introductory textbook is the first to fully explore the multi-disciplinary nature of events management and to provide the student with all the practical skills and professional knowledge they need to succeed in the events industry. It introduces all the key issues facing the contemporary events industry, from health, safety and risk management to sustainability to developing a market-oriented business, with every topic brought to life through vivid case-studies and

examples of best practice from the real world of events management. A companion website for the book offers additional features for teaching and learning, including exam questions and summary slides. This book is the essential course text for any events management program.

Routledge

Market: Events Management / Business and Management

February 2012: 246x174: 472pp

Hb: 978-0-415-57741-0: **£110.00**

Pb: 978-0-415-57742-7: **£35.99**

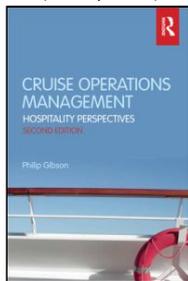
eBook: 978-0-203-85297-2

* For full contents and more information, visit: www.routledge.com/9780415577427

TEXTBOOK

Cruise Operations Management

Hospitality Perspectives



Philip Gibson, University of Plymouth, UK

Cruise Operations Management: Hospitality Perspectives provides a comprehensive and contextualised overview of hospitality services for the cruise industry. As well as providing a background to the cruise industry, it also looks deeper into the management issues providing a practical guide for both students and professionals alike.

The structure of the book is designed so the reader can either build knowledge cumulatively for an in-depth knowledge of managerial practices and procedures onboard a cruise ship, or they can 'dip in' and make use of specific material and case studies for use within a more generic hospitality or tourism learning context

Routledge

Market: Tourism and Hospitality

February 2012: 234x156: 318pp

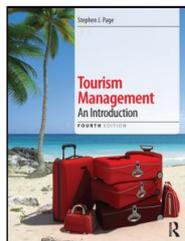
Hb: 978-0-415-69940-2: **£92.00**

Pb: 978-0-415-69953-2: **£31.99**

eBook: 978-0-203-12927-2

* For full contents and more information, visit: www.routledge.com/9780415699532

4th Edition - TEXTBOOK

Tourism Management

Stephen J. Page, Bournemouth University, UK

One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject.

It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and

contains short case studies of contemporary themes of interest, as well as new data and statistics.

Routledge

March 2011: 246x189: 382pp

Pb: 978-0-080-96932-9: **£32.99**

eBook: 978-0-080-96933-6

Prev. Ed Pb: 978-1-856-17602-6

* For full contents and more information, visit: www.routledge.com/9780080969329

3rd Edition - TEXTBOOK

Events Management

Glenn A.J. Bowdin, University of Technology, Sydney, Australia, **William O'Toole**, University of Technology, Sydney, Australia and **Rob Harris**, University of Technology, Sydney, Australia and **Ian McDonnell**, University of Technology, Sydney, Australia

Series: Events Management

Events Management is the must-have introductory text providing a complete A-Z of the principles and practices of planning, managing and staging events. The book introduces the concepts of event planning and management, presents the study of events management within an academic environment, discusses

the key components for staging an event, covering the whole process from creation to evaluation, examines the events industry within its broader business context, covering impacts and event tourism and provides an effective guide for producers of events

Routledge

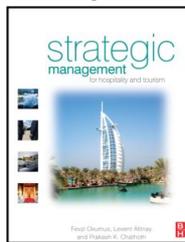
August 2010: 235 x 191: 740pp

Pb: 978-1-856-17818-1: **£37.99**

eBook: 978-0-080-96431-7

* For full contents and more information, visit: www.routledge.com/9781856178181

TEXTBOOK

Strategic Management for Hospitality and Tourism

Fevzi Okumus, University of Central Florida, USA, **Fevzi Okumus**, University of Central Florida, USA, **Levent Altinay**, Oxford Brookes University, UK and **Prakash Chathoth K**, American University of Sharjah, UAE

Strategic Management in the International Hospitality Industry presents the latest in strategic thinking and theory and a critical and analytical discussion as to how these models and theories can be applied to the industry within real-world contexts.

This engaging and practical textbook is divided into five main section headings - introduction, strategy content, strategy context, strategy process and cases. Each of the chapters within

these sections has a clearly mapped structure consisting of a bulleted introduction, examples and vignettes, discussion points, exercises, case studies, further reading and useful websites.

Routledge

January 2010: 246x189: 334pp

Pb: 978-0-750-66522-3: **£41.99**

eBook: 978-0-080-94046-5

* For full contents and more information, visit: www.routledge.com/9780750665223

TEXTBOOK

Adventure Tourism Management

Ralf Buckley, Griffith University, Australia

The academic study of adventure tourism is rapidly increasing in popularity, with research beginning to focus on it heavily. This book is a cohesive and comprehensive look at this trillion-dollar industry sector from a variety of perspectives relevant to the teaching of tourism. Ideal for the undergraduate student taking adventure tourism as a single subject degree or as part of tourism management studies, this book documents, analyzes and offers insight into the latest research in the area. It includes analysis of products, trends, climate change, risk management and environmental management and many others.

Routledge

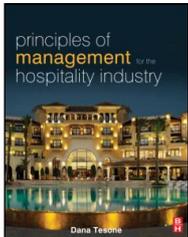
October 2009: 246x189: 288pp

Pb: 978-1-856-17834-1: **£33.99**

eBook: 978-1-856-17835-8

* For full contents and more information, visit: www.routledge.com/9781856178341

TEXTBOOK

Principles of Management for the Hospitality Industry

Dana V Tesone, University of Central Florida, USA

While business texts are commonly too theoretically focused on the corporate management of manufacturing organizations, *Principles of Management for the Hospitality Industry* covers the service systems required for effective and efficient hospitality management. In addition, *Principles of Management for the Hospitality Industry* includes 120 diagrams to help in visualize key concepts as well as end-of-chapter problems to develop thinking and case studies throughout to contextualize. The instructor website includes PowerPoint and a link to a test bank that is downloadable (Flash files) onto instructors' Learning

Management Systems (anything SCORM compliant such as WebCT, Moodle, Angel, etc.) at their universities and colleges. Note that electronic whiteboards are managed via LMS.

Routledge

August 2009: 246x189: 406pp

Pb: 978-1-856-17799-3: **£38.99**

eBook: 978-0-080-96307-5

* For full contents and more information, visit: www.routledge.com/9781856177993

3rd Edition · TEXTBOOK · NEW EDITION

Consumer Behaviour in Tourism

Susan Horner, University of Plymouth, UK and John Swarbrooke

Now fully revised and updated, this third edition of this bestselling text provides students with a vital understanding of the nature of tourism and contemporary tourists behaviour in political, social and economic context and how this knowledge can be used to manage and market effectively in a variety of tourism sectors including: tourism operations, tourist destinations, hospitality, visitor attractions, retail travel and transport ;

Routledge

Market: Tourism

October 2015: 246x189: 392pp

Hb: 978-1-138-01338-4: **£100.00**Pb: 978-1-138-01339-1: **£36.99*** For full contents and more information, visit: www.routledge.com/9781138013391

TEXTBOOK

Tourism Marketing

In the Age of the Consumer

Alastair Morrison, Purdue University, USA and Ulrike Gretzel, University of Queensland, Australia

Tourism Marketing: in the Age of the Consumer is a comprehensive and integrated textbook that uniquely considers tourism marketing from the customer perspective in the era of e-marketing and ethical tourism to reflect the way Tourism Marketing has evolved. The book reflects current practices by integrating, social media and e-marketing throughout, emphasising the sustainability of tourism including concepts such as ethical tourism and green marketing. International case studies are integrated throughout to show practical realities of tourism marketing. This innovative, accessible yet academically rigorous introduction to contemporary tourism marketing is essential reading for all Tourism students.

Routledge

Market: Tourism

October 2015: 246x189: 424pp

Hb: 978-0-415-72635-1: **£100.00**Pb: 978-0-415-72636-8: **£38.99*** For full contents and more information, visit: www.routledge.com/9780415726368

TEXTBOOK

Events Marketing Management

A Consumer Perspective

Ivna Reic, London Metropolitan University, UK

This is the first book which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin – the supply and the demand – in the specific context of events. It begins by defining events and the implications this has for their marketing. It then explores the event marketing landscape and discusses the consumer experience. Finally it focuses on the strategies employed to manage the marketing activities related to events. The title introduces the reader to core principals as well as current developments such as e marketing, social media, sponsorship and PR.

Routledge

Market: Events Management

June 2015: 246x174: 240pp

Hb: 978-0-415-53357-7: **£90.00**Pb: 978-0-415-53358-4: **£34.99*** For full contents and more information, visit: www.routledge.com/9780415533584

TEXTBOOK

Event Sponsorship

Ian McDonnell, University of Technology, Sydney, Australia and Malcolm Moir, Sydney Festival, Australia

The text starts with an investigation of the origins of sponsorship and then considers all important elements of Events sponsorship management. It considers what is sponsorship, its history and evolution, what its marketing uses are, how it can be used efficiently; the benefits it can bring to an event; and how its results can be measured. To reflect changes in the way firms communicate with their customers, there is a strong focus on the use of social media, e – marketing and technology in sponsorship. The text uniquely considers topics of sponsorship from perspective of both the sponsor and the sponsee (the event) to provide a

holistic view of the sponsorship process.

Routledge

Market: Events Management

November 2013: 246x174: 146pp

Hb: 978-0-415-53387-4: **£95.00**Pb: 978-0-415-53388-1: **£30.99**

eBook: 978-0-203-11390-5

* For full contents and more information, visit: www.routledge.com/9780415533881

TEXTBOOK

Airport Marketing

Nigel Halpern, Molde University, Norway and Anne Graham, University of Westminster, UK

This book fills an important need for an up-to-date, comprehensive and in-depth textbook that introduces students and practitioners to the principles and practice of airport marketing as well as the major changes and future marketing challenges facing the airport sector. This accessible book applies principles of marketing within the airport industry and examines airport marketing and its environment, how to define and measure the market for airport services, airport marketing planning, and individual elements of the airport marketing mix.

The book integrates key elements of marketing theory with airport marketing in practice. This is essential reading for air transport students.

Routledge

Market: Aviation and Air Transport Management

May 2013: 246x189: 230pp

Hb: 978-0-415-52938-9: **£90.00**Pb: 978-0-415-52939-6: **£31.99**

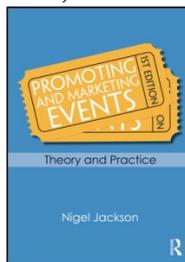
eBook: 978-0-203-11790-3

* For full contents and more information, visit: www.routledge.com/9780415529396

TEXTBOOK

Promoting and Marketing Events

Theory and Practice



Nigel Jackson, University of Plymouth, UK

This book focuses on core marketing and PR theory specifically relevant to events. It introduces students to topics from marketing strategy, consumer marketing and PR and demonstrates how to use the internet to promote events. It integrates a range of international case studies from small-scale events to mega events to help show how theory can be applied in practice. It further includes inserts of interviews with practitioners in the field to offer insight into the realities of event promotion and how to overcome potential pitfalls. Learning outcomes, discussion questions and further reading suggestions are included to spur critical thinking and further students' knowledge.

knowledge.

Routledge

Market: Events, Marketing, Public Relations

March 2013: 246x174: 260pp

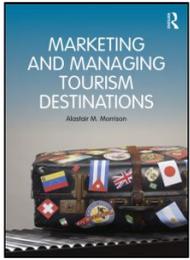
Hb: 978-0-415-66732-6: **£100.00**Pb: 978-0-415-66733-3: **£29.99**

eBook: 978-0-203-58316-6

* For full contents and more information, visit: www.routledge.com/9780415667333

TEXTBOOK

Marketing and Managing Tourism Destinations



Alastair M Morrison, Purdue University, USA
Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. In doing so, it provide students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

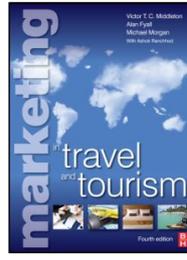
Routledge
Market: Tourism, Marketing and Management
 February 2013: 246x174: 598pp
 Hb: 978-0-415-67249-8: **£100.00**
 Pb: 978-0-415-67250-4: **£32.99**
 eBook: 978-0-203-08197-6

* For full contents and more information, visit: www.routledge.com/9780415672504



4th Edition · TEXTBOOK

Marketing in Travel and Tourism



Victor Middleton, Alan Fyall, Bournemouth University, UK,
Mike Morgan, University of Bournemouth, UK and **Ashok Ranchhod**, Napier University, UK

With its comprehensive content and user-friendly style, *Marketing in Travel and Tourism* takes the reader from initial definitions through to the application of marketing in the travel and tourism industry. The book explains the concepts and principles of marketing, discussing crucial components such as planning strategy and the marketing mix, making it an indispensable text.

Truly international in coverage, specific case studies in the book include destination marketing in New Zealand, the cruise market in the USA and the Agra world heritage site in India.

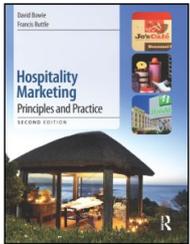
Routledge
 March 2009: 276x219: 502pp
 Pb: 978-0-750-68693-8: **£37.99**
 eBook: 978-0-080-94295-7
 Prev. Ed Pb: 978-0-750-64471-6

* For full contents and more information, visit: www.routledge.com/9780750686938



2nd Edition · TEXTBOOK

Hospitality Marketing



David Bowie, Oxford Brookes University, UK and **Francis Buttle**, Francis Buttle Associates, Australia
Hospitality Marketing provides a unique and highly contextual introduction to this core subject. Unlike many competitors that cater for a much broader audience, the core principles are explained and illustrated exclusively within the context of the hospitality industry. Not only does this help students learn, it also prepares them more effectively for a career.
 The text is supported with a suite of ancillaries that will help teachers integrate the content within their classes as well as save them time testing and evaluating their student's learning.

Significantly updated from the previous edition, it contains expanded coverage of hot topics such as sustainable marketing, corporate social responsibility, relationship marketing and the marketing environment.

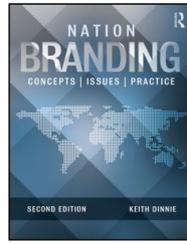
Routledge
 March 2011: 246x189: 434pp
 Pb: 978-0-080-96791-2: **£39.99**
 eBook: 978-0-080-96792-9
 Prev. Ed Pb: 978-0-750-65245-2

* For full contents and more information, visit: www.routledge.com/9780080967912



2nd Edition · TEXTBOOK · NEW EDITION

Nation branding



Keith Dinnie, Brand Horizons Consultancy, UK
Nation Branding: Concepts, Issues, Practice was the groundbreaking first textbook to provide an overview of nation branding. Nation branding is recently established but fast-growing practice in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or attract tourism and investment capital.

This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest

changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions by leading experts.

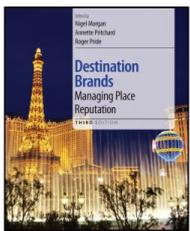
Routledge
 July 2015: 246x189: 288pp
 Hb: 978-1-138-77583-1: **£95.00**
 Pb: 978-1-138-77584-8: **£39.99**
 eBook: 978-1-315-77361-2
 Prev. Ed Pb: 978-0-750-68349-4

* For full contents and more information, visit: www.routledge.com/9781138775848



3rd Edition · TEXTBOOK

Destination Brands



Nigel Morgan, Cardiff Metropolitan University, UK, **Annette Pritchard**, Cardiff Metropolitan University, UK and **Roger Pride**
 This is the long awaited new edition of this pioneering marketing textbook. When the first edition was published in 2001, destination branding became a marginal, niche topic. Thanks in part to this book and the ongoing research of these authors, this is now a core subject for students and a key concern for tourism industry professionals.

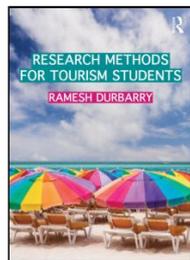
Many destinations - from individual cities to entire countries - are adopting branding strategies similar to those of leading household brand names in an effort to differentiate themselves and to emotionally connect with potential tourists.

By focusing on a range of global case studies, *Destination Brands* demonstrates how all destinations whether big or small can successfully harness the power of branding.

Routledge
 March 2011: 235 x 191
 Pb: 978-0-080-96930-5: **£38.99**
 eBook: 978-0-080-96931-2

* For full contents and more information, visit: www.routledge.com/9780080969305

TEXTBOOK

Research Methods for Tourism Students

Ramesh Durbarry, University of Technology, Mauritius

This text encourages students to think about the importance of research in informing good practice and to appreciate the role that it plays in the tourism industry.

The reader is guided right from the beginning in selecting a topic for research and identifying aims, objectives and research questions. It then assists the student researcher in determining which methods are the most appropriate to answer a research question and shows how to analyse their data and write up the research project. Tourism specific research case studies show application of theory and learning aids are included throughout to spur critical thinking.

Routledge

Market: tourism research methods

November 2015: 246x174: 356pp

Hb: 978-0-415-67318-1: **£95.00**

Pb: 978-0-415-67319-8: **£31.99**

* For full contents and more information, visit: www.routledge.com/9780415673198

TEXTBOOK

Doing Events Research

From Theory to Practice



Dorothy Fox, University of Bournemouth, UK, Mary Beth Gouthro, University of Bournemouth, UK, Yeganeh Morakabati, University of Bournemouth, UK and John Brackstone, University of Bournemouth, UK

This is the first events management specific research methods text which encourages students to think about the importance of research in informing good practice and to appreciate the role that it plays in the events industry.

Providing a step by step guide, the reader is guided in selecting a topic for research, identifying objectives and questions and determining which methods are the most appropriate to answer a research question. They are then shown how to analyze their

data as well as writing up the research project.

It integrates specific event research case studies and a range of useful learning aids to make applications accessible and spur critical thinking.

Routledge

Market: Events Management

April 2014: 246x174: 252pp

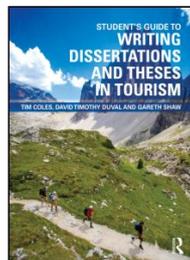
Hb: 978-0-415-66668-8: **£95.00**

Pb: 978-0-415-66669-5: **£29.99**

eBook: 978-1-315-81508-4

* For full contents and more information, visit: www.routledge.com/9780415666695

TEXTBOOK

Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines

Tim Coles, University of Exeter, UK, David Timothy Duval, University of Otago, New Zealand and Gareth Shaw, University of Exeter, UK

This book intends to take the stress and anxiety out of doing a dissertation in tourism studies and related disciplines. The dissertation process is examined from the germination of an idea to the submission, presentation and assessment of the final document. We offer a framework for conducting dissertations in the English-speaking world which students can adopt to varying degrees in their research at the undergraduate and masters levels. We aim to debunk the popular myths and common pitfalls of doing a dissertation. Rather than view the

dissertation as a single, overwhelming project, the dissertation is presented as a series of more modest, manageable yet crucially inter-linked tasks that all students can successfully complete through effective time management.

Routledge

Market: Tourism

December 2012: 246x174: 246pp

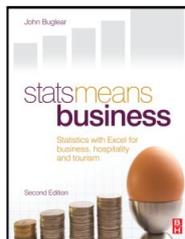
Hb: 978-0-415-46018-7: **£85.00**

Pb: 978-0-415-46019-4: **£26.99**

eBook: 978-0-203-07878-5

* For full contents and more information, visit: www.routledge.com/9780415460194

TEXTBOOK

Stats Means Business 2nd edition

John Buglear, Nottingham University, UK

Stats Means Business is an introductory textbook written for business, hospitality and tourism students who take modules on statistics or quantitative research methods.

Recognizing that most users of this book will have limited if any grounding in the subject, it minimizes technical language, provides clear definition of key terms, and gives emphasis to interpretation rather than technique.

Stats Means Business enables readers to:

appreciate the importance of statistical analysis in business, hospitality and tourism understand statistical techniques and develop judgment in the selection of appropriate statistical techniques interpret the results of statistical analysis. This new edition includes extra content related to hospitality and tourism courses, an extension of the interpretation of correlation analysis and a new section on how to design questionnaires.

Routledge

March 2010: 246x189: 348pp

Pb: 978-1-856-17947-8: **£37.99**

eBook: 978-1-856-17948-5

* For full contents and more information, visit: www.routledge.com/9781856179478

TEXTBOOK

Longitudinal Structural Equation Modeling

A Comprehensive Introduction

Jason T. Newsom, Portland State University, USA

Series: Multivariate Applications Series

This comprehensive resource reviews structural equation modeling (SEM) strategies for longitudinal data. The author explores the connections between SEM and other longitudinal techniques to help readers better understand when to choose one analysis over another. Accessibly written, examples from the social sciences and results interpretations are provided throughout. The emphasis is on concepts and practical guidance for applied research. Each chapter includes examples of each model type, key terms defined in the glossary, figures with discussions of model specification and implementation issues, comments that provide practical guidance, model extensions, and recommended readings.

Routledge

Market: Statistics

May 2015: 254 x 178: 480pp

Hb: 978-1-848-72696-3: **£115.00**

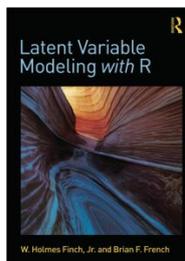
Pb: 978-1-848-72697-0: **£43.99**

eBook: 978-1-315-87131-8

* For full contents and more information, visit: www.routledge.com/9781848726970



TEXTBOOK

Latent Variable Modeling with R

W. Holmes Finch, Ball State University, IN, USA and Brian F. French, Washington State University, USA

This book demonstrates how to conduct latent variable modeling in R by highlighting the features of each model, their specialized uses, examples, sample code and output, and an interpretation of the results. Each chapter features an example with an analysis of the data using R, the theory, and the assumptions underlying the model to help readers understand the techniques and interpret the results. Every R command necessary for conducting the analyses is described along with the output which provides readers with a template to follow when they apply the methods to their own data. Suggested readings, a glossary, a key R commands, and an accompanying website serve as helpful resources.

Routledge

Market: Research Methods and Statistics

June 2015: 254 x 178: 240pp

Hb: 978-0-415-83244-1: **£95.00**

Pb: 978-0-415-83245-8: **£31.99**

* For full contents and more information, visit: www.routledge.com/9780415832458



6th Edition · TEXTBOOK · NEW EDITION

Applied Multivariate Statistics for the Social Sciences, Sixth Edition

Keenan A. Pituch, The University of Texas at Austin, USA and James P. Stevens, Emeritus, University of Cincinnati, USA

Noted for its breadth and depth of coverage of multivariate statistics and its emphasis on power, this classic text focuses on a conceptual understanding of the material rather than on proving results. Numerous examples, along with use of SAS and SPSS, indicate what the numbers mean and how to interpret the results. New co-author Keenan Pituch makes this accessible text even more user-friendly. New chapters on multivariate multilevel linear modeling and logistic regression and new *walk-throughs* of results sections help students better understand how to report and interpret analysis results. The authors stress checking the data, assessing the assumptions, and ensuring adequate sample size.

Routledge

Market: Multivariate Statistics

July 2015: 254 x 178: 752pp

Hb: 978-0-415-83665-4: **£130.00**Pb: 978-0-415-83666-1: **£62.99**

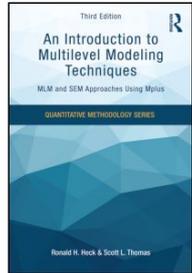
Prev. Ed Pb: 978-0-805-85903-4

* For full contents and more information, visit: www.routledge.com/9780415836661

3rd Edition · NEW EDITION

An Introduction to Multilevel Modeling Techniques

MLM and SEM Approaches Using Mplus, Third Edition



Ronald H. Heck, University of Hawaii, Manoa, USA and Scott L. Thomas, Claremont Graduate University, USA

Series: Quantitative Methodology Series

This extensively revised new edition reviews multilevel and longitudinal analysis. Uni- and multi-variate models are used to understand how to select and design studies and define, analyze, and interpret the results. Numerous examples from the behavioral, educational, organizational, and social sciences allow readers to test their understanding. The new edition features input programs from Mplus 7 that demonstrate how to set up and run the models, more introductory material and learning tools, and 3 new chapters. Multilevel models from the multilevel

regression and latent variable frameworks are developed. Ideal for advanced students and researchers, an introduction to statistics is assumed.

Routledge

Market: Statistics

March 2015: 229 x 152: 448pp

Hb: 978-1-848-72551-5: **£95.00**Pb: 978-1-848-72552-2: **£34.99**

Prev. Ed Pb: 978-1-841-69756-7

* For full contents and more information, visit: www.routledge.com/9781848725522

TEXTBOOK

Human Resource Management in the Sport and Leisure Industry



Chris Wolsey, Leeds Metropolitan University, UK, Sue Minten, University of Central Lancashire, UK and Jeffrey Abrams, Leeds Metropolitan University, UK

By its very service nature, leisure and sport are staff intensive sectors, making effective human resource management and development central to understanding the business, and to business success. *HRM in the Leisure and Sport Industry* provides a comprehensive course textbook and reference for students of HRM, business, sports and leisure management.

Routledge

Market: HRM, Sport & Leisure Management

September 2011: 246x174: 224pp

Hb: 978-0-415-42178-2: £95.00

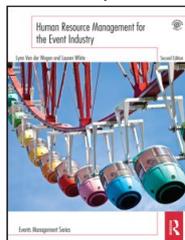
Pb: 978-0-415-42179-9: £34.99

eBook: 978-0-203-88553-6

* For full contents and more information, visit: www.routledge.com/9780415421799

2nd Edition · TEXTBOOK · NEW EDITION

Human Resource Management for the Event Industry



Lynn Van Der Wagen, The Northern Sydney Institute, Australia and Lauren White

Series: *Events Management*

Human Resource Management for Events still remains the only text to introduce students to the unique application of HR principles in the context of a highly complex event environment.

This second edition has been completely revised and updated to include: new content on labour markets, impacts of IT and social media, risk management, volunteer motivation, talent management, equal opportunities and managing diversity and updated and new international case studies throughout.

Written in a user friendly style, each chapter includes international examples, bulleted lists, guides to further reading and exercises to test knowledge.

Routledge

Market: Human Resource Management

November 2014: 246x189: 314pp

Hb: 978-0-415-72783-9: £100.00

Pb: 978-0-415-72782-2: £37.99

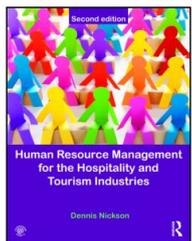
eBook: 978-1-315-85196-9

Prev. Ed Pb: 978-0-750-66998-6

* For full contents and more information, visit: www.routledge.com/9780415727822

2nd Edition · TEXTBOOK

Human Resource Management for the Hospitality and Tourism Industries



Dennis Nickson, Strathclyde University, UK

Human Resource Management for Hospitality and Tourism sets the scene with a broad review of the evidence of HRM practice within the tourism and hospitality industries. Having identified the broader picture, the text then focuses on a variety of HR policies and practices such as recruitment and selection, legislation and equal opportunities, and staff health and welfare. The book is illustrated throughout with examples of best practice for prescriptive teaching and discussion and international case studies to exercise problem-solving techniques and contextualize learning.

Routledge

Market: Hospitality, Tourism, Human Resource Management

November 2012: 246x174: 352pp

Hb: 978-0-415-64211-8: £90.00

Pb: 978-0-080-96648-9: £36.99

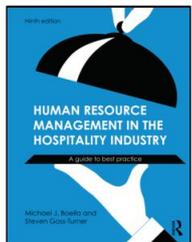
eBook: 978-0-080-96649-6

* For full contents and more information, visit: www.routledge.com/9780080966489

9th Edition · TEXTBOOK

Human Resource Management in the Hospitality Industry

A Guide to Best Practice



Michael Boella, University of Brighton, UK and Steven Goss-Turner, University of Brighton, UK

Now in its ninth edition, *Human Resource Management in the Hospitality Industry: An Introductory Guide*, is fully updated with new legal information, data, statistics and examples. Taking a 'process' approach, it provides the reader with an essential understanding of the purpose, policies and processes concerned with managing an enterprise's workforce within the current business and social environment.

Routledge

Market: Hospitality

February 2013: 246x189: 336pp

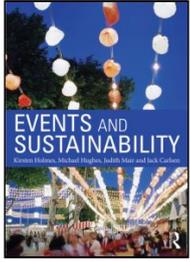
Hb: 978-0-415-63253-9: £100.00

Pb: 978-0-415-63254-6: £33.99

eBook: 978-0-203-09558-4

* For full contents and more information, visit: www.routledge.com/9780415632546

TEXTBOOK

Events and Sustainability

Kirsten Holmes, Curtin University, Australia, Michael Hughes, Murdoch University, Australia, Judith Mair and Jack Carlsen, Curtin University, Australia

This book is the first to offer a comprehensive introduction to the full range of issues and topics relevant to event sustainability including impacts, operating and policy environments and the role of events in stimulating urban regeneration as well as practical knowledge on how to achieve a sustainable event. Drawing on multidisciplinary theory the book offers insight into the economic, socio – cultural and environmental impacts and how these can be adapted or mitigated. It couples theory with practice through integrated case studies to show impacts, best

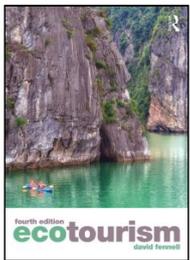
practical of sustainable events, and how better sustainable practice can be achieved in the future.

Routledge

Market: Event Management
April 2015: 246x174: 208pp
Hb: 978-0-415-74449-2: **£100.00**
Pb: 978-0-415-74450-8: **£29.99**
eBook: 978-1-315-81301-1

* For full contents and more information, visit: www.routledge.com/9780415744508

4th Edition · TEXTBOOK · NEW EDITION

Ecotourism

David A. Fennell, Brock University, Canada

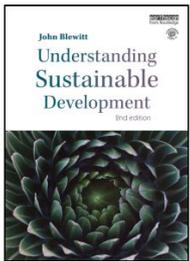
This book continues its tradition of touching on many of the most important questions about the purity and potential of ecotourism in the face of so many competing demands—demands that will not go away because they appear to a function of who we are at the very core; a function of human nature. This book is a useful aid to students, giving an authoritative and comprehensive review of key issues that continue to both plague ecotourism and make it one of the most dynamic sectors in the tourism industry. This accessible book covers a breadth of themes and geographical regions.

Routledge

Market: Tourism, Environmental Studies and Geography
September 2014: 246x174: 288pp
Hb: 978-0-415-82964-9: **£95.00**
Pb: 978-0-415-82965-6: **£32.99**
eBook: 978-0-203-38211-0
Prev. Ed Pb: 978-0-415-42931-3

* For full contents and more information, visit: www.routledge.com/9780415829656

2nd Edition · TEXTBOOK

Understanding Sustainable Development

John Blewitt, Aston University, UK

This new expanded edition builds on the first edition's multi-perspective approach and breadth of coverage. A truly comprehensive introduction to sustainable development, it is designed to allow access to the topic from a wide range of educational and professional backgrounds and to develop understanding of a diversity of approaches and traditions at different levels. This edition comes with a brand new website including discussion of how projects are done on the ground, additional exercises, online cases, test questions, recommended readings and films. Offering examples from local to global, this textbook is the most complete guide to the subject.

Routledge

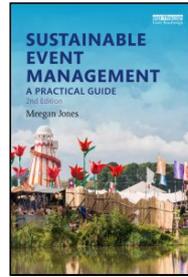
Market: Environment and Sustainability/Sustainable Development
July 2014: 246x174: 394pp
Hb: 978-0-415-70781-7: **£95.00**
Pb: 978-0-415-70782-4: **£25.99**
eBook: 978-1-315-88645-9
Prev. Ed Pb: 978-1-844-07454-9

* For full contents and more information, visit: www.routledge.com/9780415707824

2nd Edition · TEXTBOOK

Sustainable Event Management

A Practical Guide



Meegan Jones, The Green Event Guide, Australia

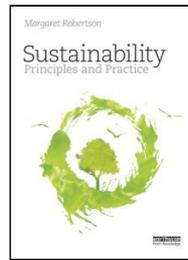
Public parties always have and always will be a part of the human story, yet those who stage events have a social and environmental responsibility to reduce their impacts. Written by a leader in the field, this fully updated, practical, step-by-step guide leads readers through the key aspects of how to understand and manage the impacts of events of any type and scale. Readers are provided with checklists for action and tools for measuring performance and numerous examples and case studies from across the world are integrated throughout.

Routledge

Market: Sustainability / Events / Tourism
May 2014: 246x189: 394pp
Hb: 978-0-415-84019-4: **£95.00**
Pb: 978-0-415-84020-0: **£34.99**
eBook: 978-0-203-76872-3
Prev. Ed Pb: 978-1-844-07739-7

* For full contents and more information, visit: www.routledge.com/9780415840200

TEXTBOOK

Sustainability Principles and Practice

Margaret Robertson, Lane Community College, USA

This textbook is an accessible and comprehensive overview of the interdisciplinary field of sustainability which introduces relevant theory as well as providing a wealth of international case studies. Each chapter includes learning objectives and tools, further reading, discussion questions, and research problems to foster quantitative thinking. It offers students in sustainability degree programs a conceptual understanding as well as technical skills for the work place. The book is supported by a companion website with key website links, further reading lists, test bank questions, glossary and PowerPoint slides.

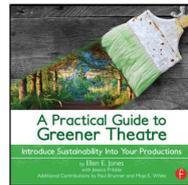
Routledge

Market: Environment, Sustainability
January 2014: 246x174: 392pp
Hb: 978-0-415-84017-0: **£95.00**
Pb: 978-0-415-84018-7: **£29.99**
eBook: 978-0-203-76874-7

* For full contents and more information, visit: www.routledge.com/9780415840187

A Practical Guide to Greener Theatre

Introduce Sustainability Into Your Productions



Ellen E. Jones, Youngstown State University

A Practical Guide to Greener Theatre: Introduce Sustainability Into Your Productions gives you everything you need to make greener decisions with practical, workable solutions. You will learn how to assess and improve every production area – from costuming and painting, lighting and technical direction, to administrative offices and the rehearsal process. Even non-technical people will find green solutions that can be instituted with volunteers or students. Checklists, strategies, and step-by-step instructions

will show you how to identify areas where manageable, sustainable changes can make your productions greener. Remember: every step toward sustainability is a step forward.

Focal Press

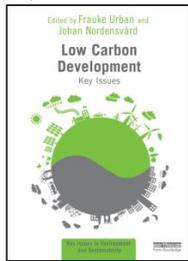
Market: Theatre/Production
December 2013: 229 x 229: 304pp
Pb: 978-0-415-66324-3: **£26.99**
eBook: 978-0-203-55599-6

* For full contents and more information, visit: www.routledge.com/9780415663243

TEXTBOOK

Low Carbon Development

Key Issues



Edited by **Frauke Urban**, School of Oriental and African Studies, London, UK and **Johan Nordensvärd**, London School of Economics and Political Science, UK

Series: Key Issues in Environment and Sustainability

This is the first comprehensive textbook to address the interface between international development and climate change in a carbon constrained world. It discusses the key conceptual, empirical and policy-related issues of low carbon development in a global context. Written by an international and interdisciplinary team of leading academics and practitioners in low carbon development, this book is essential reading for students, academics, professionals and policy-makers interested

in low carbon development and climate change policy.

Routledge

Market: Environment, Sustainability

March 2013: 246x174: 352pp

Hb: 978-0-415-53898-5: **£85.00**

Pb: 978-0-415-53901-2: **£29.99**

eBook: 978-0-203-10862-8

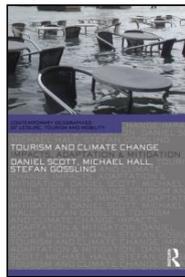
* For full contents and more information, visit: www.routledge.com/9780415539012



TEXTBOOK

Tourism and Climate Change

Impacts, Adaptation and Mitigation



Edited by **Daniel Scott**, University of Waterloo, Canada, **C. Michael Hall**, University of Canterbury, New Zealand and **Gossling Stefan**, Lund University, Sweden

Series: Contemporary Geographies of Leisure, Tourism and Mobility

This is the first book to provide a comprehensive, thorough, overview of the complex interrelationships between Tourism and Climate Change. It achieves this by considering the implications of climate change for tourism sectors and destinations, tourism's global contribution to climate change, adaptation and mitigation responses, and addressing various levels of scale, such as global, national, and regional tourism systems, as well as individual tourism businesses and tourists. It combines a thorough scientific discussion on the climate – tourism interface with practice, showcasing international examples of both adaptation and mitigation responses by the tourism sector as well as other sectors' responses that will have implications for tourism.

Routledge

Market: Tourism

April 2012: 246x174: 442pp

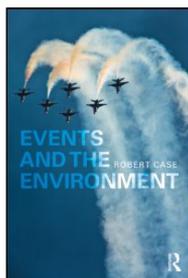
Hb: 978-0-415-66885-9: **£97.00**

Pb: 978-0-415-66886-6: **£32.99**

eBook: 978-0-203-12749-0

* For full contents and more information, visit: www.routledge.com/9780415668866

TEXTBOOK

Events and the Environment

Edited by **Robert Case**, University of Winchester, UK

This is the first book to provide a through exploration of the multi – dimensional relationships between events and the environment. It achieves this by reviewing how the events industry uses the environment as a resource, critically evaluating the positive and negative impacts of events on the environment from a variety of scales whilst considering the role of environmental legislation. To encourage reflection on main themes address and critical thinking discussion questions and links to further reading are included in each chapter. This book is essential reading for students of Events Management.

Routledge

Market: Events Management and Environment Studies

December 2012: 234x156: 210pp

Hb: 978-0-415-60595-3: **£95.00**

Pb: 978-0-415-60596-0: **£27.99**

eBook: 978-0-203-08432-8

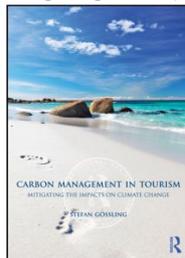
* For full contents and more information, visit: www.routledge.com/9780415605960



TEXTBOOK

Carbon Management in Tourism

Mitigating the Impacts on Climate Change



Edited by **Gossling Stefan**, Lund University, Sweden

Series: Routledge International Series in Tourism, Business and Management

Carbon Management in Tourism is the first book devoted to this important topic and showcases a wide range of measures that help to achieve a lower carbon tourism future. This book combines theory and practice of climate change mitigation in global tourism, addressing various levels of scale, and provides thorough scientific discussion of the causes of emissions growth, reducing emissions and carbon management practices. International case studies demonstrate how tourism businesses or destinations have successfully reduced emissions of

greenhouse gasses.

Routledge

Market: Tourism

December 2010: 246x174: 350pp

Hb: 978-0-415-56632-2: **£95.00**

Pb: 978-0-415-56633-9: **£31.99**

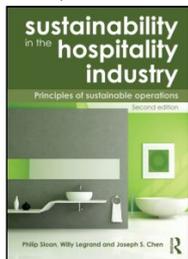
eBook: 978-0-203-86152-3

* For full contents and more information, visit: www.routledge.com/9780415566339

TEXTBOOK

Sustainability in the Hospitality Industry 2nd Ed

Principles of Sustainable Operations



Edited by **Philip Sloan**, University of Applied Sciences, Bonn, Germany, **Willy Legrand**, University of Applied Sciences, Bonn, Germany and **Joseph S. Chen**, Iowa State University, USA

Sustainability in the Hospitality Industry second edition is the only book available to introduce the students to economic, environmental and social sustainable issues specifically facing the industry as well as exploring ideas, solutions, and strategies of how to manage operations in a sustainable way. Since the first edition of this book there have been many important developments in this field and this second edition now includes updated coverage of these developments as well as two new chapters on 'Sustainable Food' and 'Social Entrepreneurship and

Social Value'. It also includes updated international case studies throughout.

Routledge

Market: Hospitality

November 2012: 246x174: 378pp

Hb: 978-0-415-53123-8: **£95.00**

Pb: 978-0-415-53124-5: **£36.99**

eBook: 978-0-203-11626-5

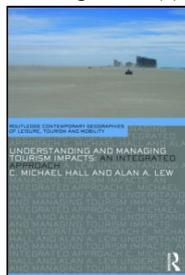
* For full contents and more information, visit: www.routledge.com/9780415531245



TEXTBOOK

Understanding and Managing Tourism Impacts

An Integrated Approach



Edited by **C. Michael Hall**, University of Canterbury, New Zealand and **Alan A. Lew**, Northern Arizona University, Flagstaff, Arizona, USA

Series: Contemporary Geographies of Leisure, Tourism and Mobility

This text provides a clear, accessible and up-to-date synthesis of tourism's role in our contemporary world, both as an agent of change, and as a response to it. Tourism related change is approached from a framework that illustrates the changing environments in which they occur, including the spatial scale of such impacts and the effects of these impacts over time

1. Introduction: Conceptualising Tourism 2. Understanding Tourism Impacts 3. Economic Impacts 4. Socio-cultural Impacts 5. Physical Impacts 6. Integrated Approaches to Tourism Impacts: The Role of Planning 7. The Future of Tourism

Routledge

Market: Tourism / Geography

July 2009: 234x156: 392pp

Hb: 978-0-415-77132-0: **£115.00**

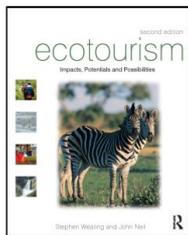
Pb: 978-0-415-77133-7: **£34.99**

eBook: 978-0-203-87587-2

* For full contents and more information, visit: www.routledge.com/9780415771337



2nd Edition · TEXTBOOK

Ecotourism

Stephen Wearing, University of Technology, Sydney, Australia and **John Neil**, University of Technology, Sydney, Australia

Conservation and ecotourism issues are now at the forefront of public opinion. The decline of natural rainforests, loss of endangered species, global warming and land degradation have galvanised public support for conservation.

Building on the success of the first edition, Ecotourism has been fully revised and updated to include updated and new international case studies, a new chapter devoted to the theory and technique of Rapid Rural Appraisal, questions and further

readings at the end of each chapter to facilitate student's learning, and critical analysis of ecotourism - post-modern approaches to the field.

Routledge

February 2009: 235 x 191: 304pp

Pb: 978-0-750-66249-9: £33.99

eBook: 978-0-080-94018-2

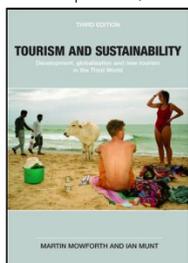
Prev. Ed Pb: 978-0-750-64137-1

* For full contents and more information, visit: www.routledge.com/9780750662499

3rd Edition · TEXTBOOK

Tourism and Sustainability

Development, Globalisation and New Tourism in the Third World



Martin Mowforth, University of Plymouth, UK and **Ian Munt**, Independent Urban Development Consultant

Tourism and Sustainability critically explores and challenges what have emerged as the most significant universal geopolitical norms of the last half century – development, globalisation and sustainability – and through the lens of new forms of tourism demonstrates how we can better understand and get to grips with the rapidly changing new global order.

Selected Contents: 1 Introduction 2 Globalisation, Sustainability, Development 3 Power and Tourism 4 Tourism and Sustainability 5 A New Class of Tourist: Trendies on the trail 6 Socio-Environmental Organisation: Where shall we save next?

7 The Industry: Lies, damned lies and sustainability 8 'Hosts' and Destinations: For what we are about to receive ... 9 Urban Tourism 10 Governance, Governments and Tourism: Selling the Third World 11 New Tourism and the Poor: Making poverty history? 12 Conclusion

'A valuable and overdue contribution to a

Routledge

Market: Tourism Studies, Development Studies

September 2008: 246x174: 424pp

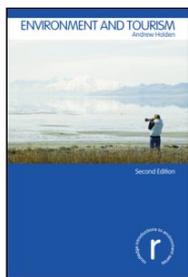
Hb: 978-0-415-41402-9: £110.00

Pb: 978-0-415-41403-6: £33.99

eBook: 978-0-203-89105-6

* For full contents and more information, visit: www.routledge.com/9780415414036

2nd Edition · TEXTBOOK

Environment and Tourism

Andrew Holden, University of Bedfordshire, UK

Series: Routledge Introductions to Environment: Environment and Society Texts

This revised and expanded second edition examines the relationship that tourism has with the natural and cultural environment. Analyzing the meaning of the environment and its various cultural perceptions, it focuses on how tourism impacts on environments. Recent academic developments in the field are included with new chapters on tourism and development, and tourism and natural disasters. Environmental philosophy and ethics are also covered more comprehensively.

Good use is made of diagrams, images, 'think points' to promote reflection, and boxes giving definitions, introducing research and providing place specific cases including Kenya, India, Nepal, Rwanda, Malaysia and Australia.

Routledge

Market: Tourism and Environmental Studies

December 2007: 234x156: 296pp

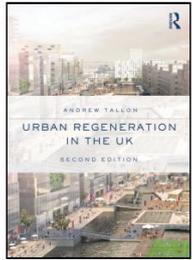
Hb: 978-0-415-39954-8: £105.00

Pb: 978-0-415-39955-5: £28.99

eBook: 978-0-203-93762-4

* For full contents and more information, visit: www.routledge.com/9780415399555

2nd Edition · TEXTBOOK

Urban Regeneration in the UK

Andrew Tallon, University of the West of England, UK

This textbook provides an accessible and critical synthesis of urban regeneration in the UK, analyzing key policies, approaches, issues and debates. It places the historical and contemporary regeneration agenda in context. The second edition has been extensively revised and updated to incorporate advances in literature, policy and case study examples, as well as giving greater discussion to the New Labour period of urban policy, and the urban agenda and regeneration policies of the Conservative-Liberal Democrat Coalition government elected in 2010.

Routledge

Market: Urban Studies/Planning/Geography

April 2013: 246x174: 352pp

Hb: 978-0-415-68502-3: **£99.00**Pb: 978-0-415-68503-0: **£29.99**

eBook: 978-0-203-80284-7

Prev. Ed Pb: 978-0-415-42597-1

* For full contents and more information, visit: www.routledge.com/9780415685030

TEXTBOOK

Introducing Urban Anthropology

Rivke Jaffe and Anouk De Koning

More than half of the world's population now lives in cities and anthropological research is increasingly done in an urban context. This book provides an up-to-date introduction to the important and growing field of urban anthropology. The chapters cover topics such as place-making and belonging, production and consumption, politics and governance. These are illustrated by a number of lively case studies drawn from a diverse range of urban settings in the global North and South. Accessible yet theoretically incisive, this book will be a valuable resource for anthropology students and of interest to those working in urban studies and related disciplines such as sociology and geography.

Routledge

Market: Anthropology / Urban Studies

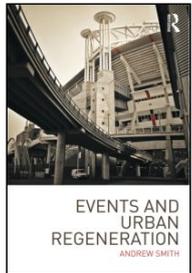
November 2015: 246x174: 208pp

Hb: 978-0-415-74480-5: **£85.00**Pb: 978-0-415-74481-2: **£24.99*** For full contents and more information, visit: www.routledge.com/9780415744812

TEXTBOOK

Events and Urban Regeneration

The Strategic Use of Events to Revitalise Cities



Andrew Smith, University of Westminster, UK

Events and Urban Regeneration is the first book to critically examine the use of events in regeneration by looking at a range of cities and a range of sporting, arts and cultural events projects. It analyzes varying theoretical perspectives to provide insight into why major events are important to contemporary cities. It examines the different ways in which events can assist regeneration, by reviewing good practice as well as problems and issues associated with this unconventional form of public policy. It identifies key issues faced by those tasked with using events to assist regeneration and suggests how practices could be improved in the future.

Routledge

Market: events management, tourism & urban studies

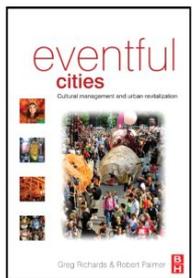
January 2012: 234x156: 304pp

Hb: 978-0-415-58147-9: **£92.00**Pb: 978-0-415-58148-6: **£30.99**

eBook: 978-0-203-13699-7

* For full contents and more information, visit: www.routledge.com/9780415581486

TEXTBOOK

Eventful Cities

Greg Richards, Tilburg University, the Netherlands and Robert Palmer

Eventful Cities analyzes the process of cultural event development, management and marketing and links these processes to their wider cultural, social and economic context. The book is centered partly on the case study of the European Capitals of Culture (ECOC) over the past 20 years and also on a selection of major festivals and cities where "the event" has been an important element in the economic, social, environmental or cultural development strategy.

Routledge

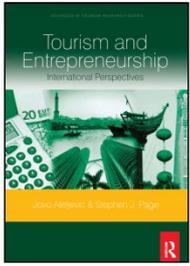
April 2010: 229 x 152: 516pp

Pb: 978-0-750-66987-0: **£33.99**

eBook: 978-0-080-94096-0

* For full contents and more information, visit: www.routledge.com/9780750669870

TEXTBOOK

Tourism and Entrepreneurship

Edited by **Jovo Ateljevic**, University of Stirling, UK and **Stephen Page**, Bournemouth University, UK

Tourism and Entrepreneurship provides an innovative approach reflecting on the most recent trends in tourism development. The central stage of the book is the role of entrepreneurship in the context of regional/local tourism development.

With contributions from key thinkers in the tourism and entrepreneurship area, the book explains the impact of tourism entrepreneurship on places and overall regional/destination development. It examines the effects and implications of funding schemes and support programs that encourage ongoing entrepreneurship.

Routledge

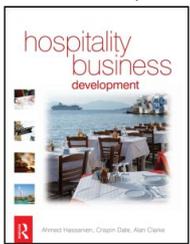
May 2009: 254x178: 480pp

Pb: 978-0-750-68635-8: **£38.99**

eBook: 978-0-080-94272-8

* For full contents and more information, visit: www.routledge.com/9780750686358

TEXTBOOK

Hospitality Business Development

Edited by **Ahmed Hassanien**, Edinburgh Napier University, UK, **Crispin Dale**, Wolverhampton University, UK, **Alan Clarke**, University of Pannonia, Hungary and **Michael W. Herriott**

Hospitality Business Development analyses and evaluates the different aspects of business growth routes and development processes in the international hospitality industry. It considers the essential features of the strategic business context, in which any hospitality organisation operates, and explores the essential requirements and challenges of hospitality business development, and the implications which these present for hospitality operators. It is packed with case studies and industry related examples, which cover a broad range of hospitality sectors and has a companion website for lecturers with PowerPoint slides to aid teaching and learning.

Routledge

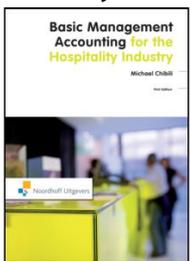
January 2010: 246x189: 312pp

Pb: 978-1-856-17609-5: **£33.99**

eBook: 978-0-080-88498-1

* For full contents and more information, visit: www.routledge.com/9781856176095

TEXTBOOK

Basic Management Accounting for the Hospitality Industry

Michael Chibili

Dealing with a range of topics from accounting management to capital investment decisions, this book provides a comprehensible introduction to the concepts and applications of hospitality management accounting.

Routledge

Market: Business & Management

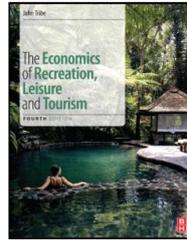
August 2010: 216 x 156: 354pp

Pb: 978-9-001-79635-8: **£45.99**

* For full contents and more information, visit: www.routledge.com/9789001796358



4th Edition · TEXTBOOK

The Economics of Recreation, Leisure and Tourism

Edited by **John Tribe**, University of Surrey, UK and **John Tribe**

Unlike general economics texts, this book is written specifically for students taking a core first year economics module on a tourism, sport or leisure management degree. It ensures they have all they need to fully understand economic issues in the context of the industries they study.

It explains the theories from first principles and applies them to a range of specific leisure and tourism issues at the consumer, business, national and international levels.

The layout has been improved with visual maps of chapter contents, objectives and end-of-chapter summaries to help students engage with the subject material.

students engage with the subject material.

Economics is a core part of these courses, which continue to attract increasing numbers of students each year.

Routledge

May 2011: 246x189: 500pp

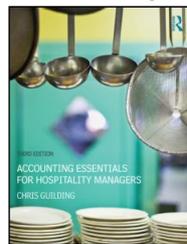
Pb: 978-0-080-89050-0: **£39.99**

eBook: 978-0-080-89051-7

Prev. Ed Pb: 978-0-750-66180-5

* For full contents and more information, visit: www.routledge.com/9780080890500

3rd Edition · TEXTBOOK

Accounting Essentials for Hospitality Managers

Edited by **Chris Guilding**, Griffiths University, Australia

Using an 'easy to read' style, this book provides a comprehensive overview of the most relevant accounting information for hospitality managers. It demonstrates how to organise and analyse accounting data to help make informed decisions with confidence. This new edition includes two new chapters on Financial Management and Revenue Management, it presents accounting problems in the context of a range of countries and currencies, includes accounting problems at the end of each chapter to test knowledge and enhanced additional resources online for students and lecturers.

Routledge

Market: Hospitality

December 2013: 246x189: 362pp

Hb: 978-0-415-84107-8: **£90.00**

Pb: 978-0-415-84109-2: **£34.99**

eBook: 978-0-203-76666-8

Prev. Ed Pb: 978-1-856-17667-5

* For full contents and more information, visit: www.routledge.com/9780415841092

5th Edition · TEXTBOOK · NEW EDITION

The Economics of Recreation, Leisure and Tourism

Edited by **John Tribe**, University of Surrey, UK

One of the leading texts in the field, this new edition of *The Economics of Recreation, Leisure and Tourism* is the ideal introduction to the fundamentals of economics in these industries, helping you to pass an economics module as part of tourism, recreation, events or sport management degrees. It has been fully updated to reflect current economic data, emerging economies and case studies throughout.

Routledge

Market: Tourism

October 2015: 246x189: 520pp

Hb: 978-1-138-78232-7: **£95.00**

Pb: 978-1-138-78231-0: **£35.99**

Prev. Ed Pb: 978-0-080-89050-0

* For full contents and more information, visit: www.routledge.com/9781138782310



Retail and Social Change

Steven Miles, Manchester Metropolitan University, UK

Series: Routledge Advances in Sociology

Retail has an increasingly powerful impact on our everyday experience of the world. In *Retail and Social Change*, Steven Miles interrogates the changing role of retail, in its material and virtual forms, as a lens through which we can understand what it means to be a citizen of a consumer society.

Routledge

Market: Sociology/Cultural Studies/Urban Geography

November 2015: 234x156: 240pp

Hb: 978-1-138-02280-5: **£85.00**

* For full contents and more information, visit: www.routledge.com/9781138022805

Culture and Economy in the New Shanghai

Justin O'Connor, Monash University, Australia and Xin Gu, University of Melbourne, Australia

Series: CRESC

Shanghai actively uses culture to promote itself as a global city. This book explores how this has been conceived and pursued, and what questions it raises for notions of 'culture' and 'economy' as understood in the West. If theoretical work around the 'cultural economy' has problematized these two, this book locates these debates empirically in a non-western metropolis.

Routledge

Market: Sociology/Cultural Studies

October 2015: 234x156: 248pp

Hb: 978-0-415-71407-5: **£85.00**

* For full contents and more information, visit: www.routledge.com/9780415714075

TEXTBOOK

Tourism Policy, Planning and Development

Alastair Morrison, Purdue University, USA and Wu Bihu, Peking University, China

This new textbook offers students a comprehensive but engaging overview of tourism planning from a worldwide viewpoint, by covering tourism policy, planning and development in one volume.

It is designed to offer a fresh and contemporary approach to this subject by focus on several major themes along with their integration within tourism policy, planning and development: community involvement in tourism planning, enhancement of heritage and culture, environmental protection, conservation and sustainability, new consumers and new media, priority on the planning process, similarities and differences and worldwide scope of tourism and tourism planning.

Routledge

Market: Tourism

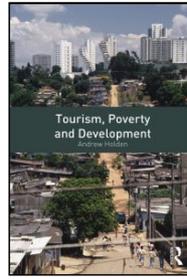
November 2015: 246x189: 352pp

Hb: 978-0-415-74751-6: **£95.00**Pb: 978-0-415-74752-3: **£35.99*** For full contents and more information, visit: www.routledge.com/9780415747523

TEXTBOOK

Tourism, Poverty and Development

Andrew Holden, University of Bedfordshire, UK



This book provides a holistic, explicit and detailed introduction to the relationship of poverty and tourism development within the context of developing countries. The book is divided into three distinct sections, progressing from an evaluation of the key concepts; to the causal factors of poverty; to how tourism is being implemented in policy and practice to reduce poverty and the relationship of tourism and poverty in the future. It integrates examples and original case studies from varying geographical developing regions including Latin American, Asia and Africa to show practical insights into tourism's role in poverty alleviation.

Routledge

Market: Tourism

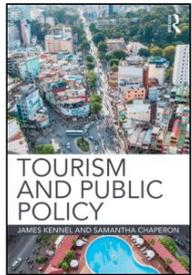
April 2013: 234x156: 202pp

Hb: 978-0-415-56626-1: **£90.00**Pb: 978-0-415-56627-8: **£26.99**

eBook: 978-0-203-86154-7

* For full contents and more information, visit: www.routledge.com/9780415566278

TEXTBOOK

Tourism and Public Policy

James Kennell, University of Greenwich, UK and Samantha Chaperon, University of Greenwich, UK

This new text will critically examine tourism policy alongside the instrumental uses of tourism in other areas of public policy. The first part of the book introduces the notion of public policy for tourism and explores why it is necessary for the control of the industry, various approaches to tourism policy, distinction between policy and planning and the instruments employed to put policy into action. The second part looks at the relationship between tourism and other fields of public policy, analysing a specific form of tourism of relevance to each policy area. International case studies are integrated throughout to show policy in practice.

Routledge

Market: Tourism

July 2015: 234x156: 324pp

Hb: 978-0-415-52477-3: **£95.00**Pb: 978-0-415-52478-0: **£34.99**

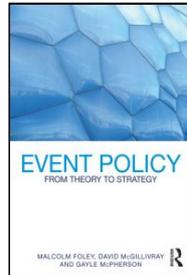
eBook: 978-0-203-12015-6

* For full contents and more information, visit: www.routledge.com/9780415524780

TEXTBOOK

Event Policy

From Theory to Strategy



Malcolm Foley, University of the West of Scotland, UK, David McGillivray, University of West of Scotland, UK and Gayle McPherson, University of the West of Scotland, UK

Events Policy: From Theory to Strategy locates the phenomena of events within a theoretical and strategic framework and in doing so demonstrates the links between the development of events in policy-making and the theoretical exploration of the role of events as policy. Building on a strong coherent framework the book explores the conceptual terrain in which events and festivities are located, evaluates the range of theoretical perspectives pertinent to the study of events policy, appraises the socio-economic and socio-cultural implications of event-led policies internationally and draws together the main theoretical and event policy issues for the future. The text utilises a range of international cases to help demonstrate the relationships between theory and strategy.

Routledge

Market: tourism, events and leisure

August 2011: 234x156: 198pp

Hb: 978-0-415-54832-8: **£90.00**Pb: 978-0-415-54833-5: **£31.99**

eBook: 978-0-203-80642-5

* For full contents and more information, visit: www.routledge.com/9780415548335

3rd Edition · TEXTBOOK · NEW EDITION

Tourism Impacts, Planning and Management

Peter Mason

Tourism Impacts, Planning and Management is a unique text, which links three key areas of tourism - impacts, planning and management; Tourism impacts are multi-faceted and difficult to plan for and manage. This title looks at all the key players involved and considers a number of approaches and techniques for managing tourism impacts successfully. It includes new material on terrorism, war, sustainability, climate change, experience economy, social media and virtual technology; a new chapter on Destination Planning and Management; and updated statistics and case studies highlighting management techniques and planning process in the Middle East, Russia, Europe, China, India and Brazil.

Routledge

Market: Tourism

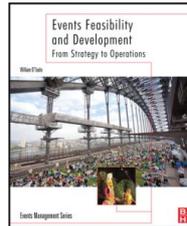
September 2015: 246x189: 352pp

Hb: 978-1-138-01630-9: **£95.00**Pb: 978-1-138-01629-3: **£35.99**

Prev. Ed Pb: 978-0-750-68492-7

* For full contents and more information, visit: www.routledge.com/9781138016293

TEXTBOOK

Events Feasibility and Development

William O'Toole

Series: Events Management

Events Feasibility and Development: From Strategy to Operations answers two fundamental questions faced by all events planners and organizers: "How do I justify this event to the client?" and "Why are we spending money on this event?"

With a user-friendly learning structure containing bullet points, questions and exercises and international case studies (Australian Taxation Office, Saudi Arabian events returns, Fuji-Xerox events), *Events Feasibility and Development: From Strategy to*

Operations looks at issues such as:

The process of creating a feasibility study
Events forecasting models and cost/benefit analysis
Types of events (exhibitions, sports, festivals) and their benefits and returns
Project management tools for measuring return on investment

Routledge

December 2010: 235 x 191: 333pp

Pb: 978-0-750-66640-4: **£33.99**

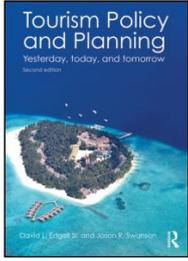
eBook: 978-0-080-94059-5

* For full contents and more information, visit: www.routledge.com/9780750666404

TEXTBOOK

Tourism Policy and Planning

Yesterday, Today, and Tomorrow



David L. Edgell Sr and Jason Swanson, University of Kentucky, USA

The wellspring to future growth for tourism throughout the world is a commitment toward good policy. Governments, the private sector, and not-for-profit agencies must be the leaders in a sustainable tourism policy that transcends the economic benefits and embraces environmental and cultural interests as well. *Tourism Policy and Planning: Yesterday, Today, and Tomorrow* offers an introduction to the Tourism policy process and how policies link to the strategic tourism planning function as well as influence planning at the local, national and international level.

Routledge

Market: Tourism Planning

May 2013; 246x174; 328pp

Hb: 978-0-415-53452-9; £95.00

Pb: 978-0-415-53453-6; £35.99

eBook: 978-0-203-11333-2

* For full contents and more information, visit: www.routledge.com/9780415534536

3rd Edition · TEXTBOOK · NEW EDITION

Issues in Cultural Tourism Studies

Melanie Smith, BFK University of Applied Sciences, Hungary

The third edition of *Issues in Cultural Tourism Studies* provides a vital framework for analysing the complexity of cultural tourism and its increasing globalization in existing as well as emergent destinations of the world. The book focuses in particular on the need for even more creative tourism strategies to differentiate destinations from each other using a blend of localized cultural products and innovative global attractions.

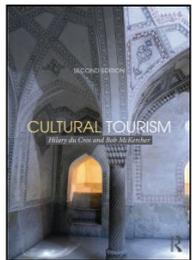
The text is unique in that it provides a summary and a synthesis of all of the major issues in global cultural tourism, which are presented in an accessible way using a diverse range of international case studies. This is an essential and valuable reading for all tourism students.

Routledge

Market: Tourism/Geography
October 2015: 246x174: 280pp
Hb: 978-1-138-78570-0: **£95.00**
Pb: 978-1-138-78569-4: **£29.99**
eBook: 978-1-315-76769-7
Prev. Ed Pb: 978-0-415-46712-4

* For full contents and more information, visit: www.routledge.com/9781138785694

2nd Edition · TEXTBOOK · NEW EDITION

Cultural Tourism, 2nd Edition

Hilary Du Cros, University of New Brunswick, Canada and Bob Mc Kercher, Hong Kong Polytechnic University, China

The first edition of *Cultural Tourism* illustrated how heritage and tourism goals can be integrated in a management and marketing framework to produce sustainable cultural tourism. This second edition bases the discussion of cultural tourism in the theory and practice of cultural and heritage management under the understanding that for tourism to thrive, a balanced approach to the resource base it uses must be maintained. It provides students with an understanding of their own roles, bridging the gap via sound planning, management, and marketing to produce top-quality, long-lasting cultural tourism

products.

Routledge

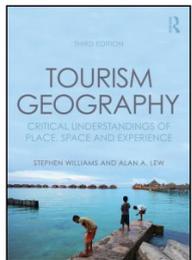
Market: Tourism
December 2014: 246x174: 270pp
Hb: 978-0-415-83396-7: **£95.00**
Pb: 978-0-415-83397-4: **£32.99**
eBook: 978-0-203-79060-1

* For full contents and more information, visit: www.routledge.com/9780415833974

3rd Edition · TEXTBOOK · NEW EDITION

Tourism Geography

Critical Understandings of Place, Space and Experience



Stephen Williams, Staffordshire University, UK and Alan A. Lew, Northern Arizona University, Flagstaff, Arizona, USA

Tourism Geography develops a critical understanding of how different geographies of tourism are created and maintained. Drawing on both historical and contemporary perspectives, the discussion connects tourism to key geographical concepts relating to globalization, mobility, new geographies of production and consumption, and post-industrial change. The new edition has been fully updated to have an international focus, with global case studies and broader based content.

Routledge

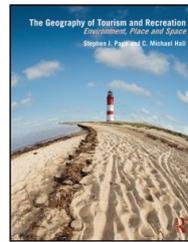
Market: Tourism/Geography
September 2014: 246x174: 328pp
Hb: 978-0-415-85443-6: **£110.00**
Pb: 978-0-415-85444-3: **£29.99**
eBook: 978-0-203-74388-1
Prev. Ed Pb: 978-0-415-39426-0

* For full contents and more information, visit: www.routledge.com/9780415854443

4th Edition · TEXTBOOK

The Geography of Tourism and Recreation

Environment, Place and Space



Michael C. Hall, University of Canterbury, New Zealand University Of Canterbury, Christchurch, NZ and Stephen J. Page, University of Stirling, UK

This fourth edition builds on the model of success established in the previous editions, by providing students with a comprehensive introduction to the interrelationship between tourism, leisure and recreation from geographical and social science perspectives. It remains the only book to systematically compare and contrast in a spatial context, tourism and recreation in relation to leisure time. It has been significantly updated to reflect recent developments and new concepts from geography

which are beginning to permeate the tourism and recreational field, whilst retaining its accessible style and approach.

Routledge

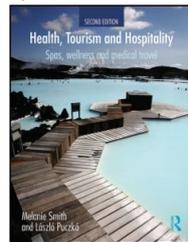
Market: Tourism, Geography and Recreation
May 2014: 246x189: 458pp
Hb: 978-0-415-83398-1: **£100.00**
Pb: 978-0-415-83399-8: **£33.99**
eBook: 978-0-203-79609-2
Prev. Ed Pb: 978-0-415-33561-4

* For full contents and more information, visit: www.routledge.com/9780415833998

2nd Edition · TEXTBOOK

Health, Tourism and Hospitality

Spas, Wellness and Medical Travel



Melanie Smith, BFK University of Applied Sciences, Hungary and Laszlo Puczko, Xellum Ltd, Budapest, Hungary

Health, Tourism and Hospitality takes an in-depth and comprehensive look at the growing health, wellness and medical tourism sectors in a global context.

This 2nd Edition includes expanded coverage of the hospitality sector with a focus on spa management; new and updated content on medical tourism, aging population, preventative health, contemporary and alternative therapies, impacts of economic recession and customer loyalty; and case studies focusing on established and new destinations, conventional medicine, lifestyle-based wellness, beauty and cosmetics, healthy nutrition, longevity and anti-ageing.

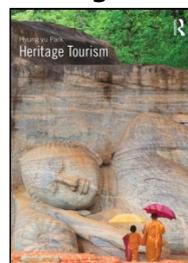
The title is essential reading for students studying health tourism and hospitality.

Routledge

Market: Tourism and Hospitality
December 2013: 246x189: 224pp
Hb: 978-0-415-63864-7: **£100.00**
Pb: 978-0-415-63865-4: **£36.99**
eBook: 978-0-203-08377-2

* For full contents and more information, visit: www.routledge.com/9780415638654

TEXTBOOK

Heritage Tourism

Hyung Yu Park, Middlesex University, UK

This book offers students a thorough critical examination of the unique dynamics of heritage and tourism development from both social sciences and management perspectives. It incorporates both global and local approaches in theorising and managing heritage tourism. While focusing on analysing key academic concepts including commodification, globalisation and heritage interpretation, this book also discusses topical issues such as sustainable development, management strategies and consumerism. It includes case studies of topical concerns, controversies and challenges which will encourage an understanding of the dialectical relationship between heritage

and tourism development.

Routledge

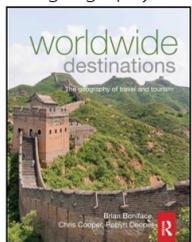
Market: tourism, heritage studies, cultural studies
November 2013: 246x174: 252pp
Hb: 978-0-415-59582-7: **£85.00**
Pb: 978-0-415-59583-4: **£26.99**
eBook: 978-1-315-88209-3

* For full contents and more information, visit: www.routledge.com/9780415595834

6th Edition · TEXTBOOK

Worldwide Destinations

The geography of travel and tourism



Brian Boniface, Chris Cooper, Oxford Brookes University, UK, **Robyn Cooper, Brian Boniface, Chris Cooper**, Oxford Brookes University, UK and **Robyn Cooper**

Now in its 6th edition, *Worldwide Destinations: The Geography of Travel and Tourism* provides comprehensive coverage of worldwide tourism destinations, examining the basic principles underlying the geography of tourist demand, supply and transportation, together with a broad survey of world tourism generating and destination regions.

Revisions in this new edition include an exploration of current issues such as climate change, economic capacity, "grey" tourism and social impacts. An extended chapter on Asian tourism to reflect industry developments and a companion website that includes interactive, multiple-choice questions for students to test their own learning

Routledge

Market: Tourism

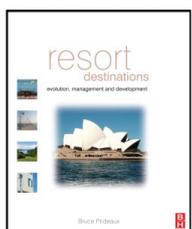
May 2012: 246x189: 612pp

Hb: 978-0-415-52277-9: **£105.00**Pb: 978-0-080-97040-0: **£35.99**

Prev. Ed Pb: 978-0-750-68947-2

* For full contents and more information, visit: www.routledge.com/9780080970400

TEXTBOOK

Resort Destinations

Bruce Prideaux, James Cook University, Au

Resort Destinations presents a thorough overview of the key components, functions and actions that shape the physical appearance, operations, market appeal and ultimate success of a tourist destination.

The book tests a range of models through case studies to deepen the reader's understanding of resort destinations and to compare the strength and weaknesses and applicability of various models. It also discusses threats to resort destinations, examining new evaluation methods and planning tools including

Visioning, future simulators and scenarios.

Routledge

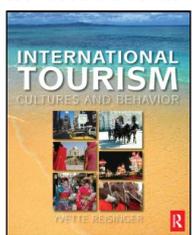
April 2009: 288pp

Pb: 978-0-750-65753-2: **£33.99**

eBook: 978-0-080-93964-3

* For full contents and more information, visit: www.routledge.com/9780750657532

TEXTBOOK

International Tourism

Yvette Reisinger, Temple University, USA and **Frederic Dimanche**, SKEMA Business School, France

This exciting text is the first to focus on cross-cultural differences in tourist behavior and draws upon the evidence from the broad past and current literature to explain the influence of cultural differences on the present and future international tourist. An examination of cultural characteristics and differences is extremely important to the tourism student because of the international nature of the tourism environment. It is imperative for industry representatives, who operate in the international business environment and deal with foreign tourists on a daily

basis, to understand the influence of national cultures of their customers.

Routledge

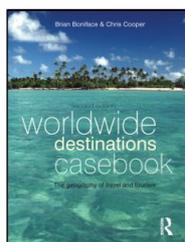
March 2009: 234 x 190: 430pp

Pb: 978-0-750-67897-1: **£36.99**

eBook: 978-0-080-94128-8

* For full contents and more information, visit: www.routledge.com/9780750678971

2nd Edition · TEXTBOOK

Worldwide Destinations Casebook

Brian Boniface, MA and Chris Cooper

Now in its second edition, *Worldwide Destinations Casebook* features over 40 comprehensive case studies of international tourism destinations, with brand new cases studies drawn from all regions of the world.

A companion text to the core textbook *Worldwide Destinations*, the case studies featured in this new edition cover subjects such as climate change, eco-tourism, grey tourism and social impact and include The Galapagos: balancing resource conservation and tourism development, London Docklands regeneration, Managing Nile cruise tourism, Re-visioning tired destinations: Australia's gold coast and Tourism in New York.

Routledge

March 2009: 246x189: 12pp

Pb: 978-1-856-17538-8: **£29.99**

eBook: 978-0-080-94975-8

Prev. Ed Pb: 978-0-750-66440-0

* For full contents and more information, visit: www.routledge.com/9781856175388

TEXTBOOK

Global Cities, Local Streets

Everyday Diversity from New York to Shanghai

Sharon Zukin, Philip Kasinitz and Xiangming Chen

Global Cities, Local Streets: Everyday Diversity from New York to Shanghai, a cutting edge text/ethnography, reports on the rapidly expanding field of global, urban studies through a unique pairing of 6 teams of urban researchers from around the world. The authors present shopping streets from each city – New York, Shanghai, Amsterdam, Berlin, Toronto, and Tokyo – how they have changed over the years, and how they illustrate globalization embedded in local communities. This is an ideal addition to courses in urbanization, consumption, and globalization.

Routledge

Market: Sociology / Globalization / Urbanization / Consumption

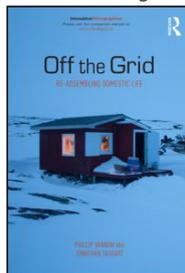
July 2015: 235 x 156: 272pp

Hb: 978-1-138-02392-5: **£70.00**Pb: 978-1-138-02393-2: **£24.99*** For full contents and more information, visit: www.routledge.com/9781138023932

TEXTBOOK

Off the Grid

Re-Assembling Domestic Life



Phillip Vannini, Royal Roads University, Canada and **Jonathan Taggart**

Series: *Innovative Ethnographies*

This ethnography explores the lives of people in each of Canada's provinces and territories living off the grid. Vannini and Taggart raise important questions about our social future and whether off-grid living creates an environmentally and culturally sustainable lifestyle practice. These homes are experimental labs for our collective future, an intimate look into unusual contemporary domestic lives, and a call to the rest of us leading ordinary lives to examine what we take for granted. This book is ideal for courses on the environment and sustainability as well

as introduction to sociology and introduction to cultural anthropology courses.

Routledge

Market: Anthropology and Sociology / Ethnography

November 2014: 229 x 152: 234pp

Hb: 978-0-415-85432-0: **£90.00**Pb: 978-0-415-85433-7: **£21.99**

eBook: 978-0-203-74440-6

* For full contents and more information, visit: www.routledge.com/9780415854337

3rd Edition · TEXTBOOK · NEW EDITION

Event Studies

Theory, Research and Policy for Planned Events

Donald Getz

Series: Events Management

Event Studies 3rd edition continues to be the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

Routledge

Market: Events, Tourism, Leisure

December 2015: 246x189: 462pp

Pb: 978-1-138-89915-5: **£35.99**

eBook: 978-1-315-70802-7

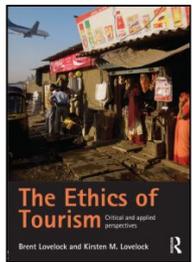
Prev. Ed Pb: 978-0-080-96953-4

* For full contents and more information, visit: www.routledge.com/9781138899155

TEXTBOOK

The Ethics of Tourism

Critical and Applied Perspectives



Brent Lovelock, University of Otago, New Zealand and
Kirsten Lovelock, University of Otago, New Zealand

This book introduces students to the important topic of tourism ethics and illustrates how ethical principles and theory can be applied to address contemporary tourism industry issues. A critical role of the book is to highlight the ethical challenges in the tourism industry and to situate tourism ethics within wider contemporary discussions of ethics in general and comparative industries. This introduction to tourism ethics is essential reading for all tourism students globally.

Routledge

Market: Tourism

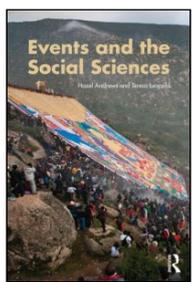
June 2013: 246x174: 368pp

Hb: 978-0-415-57557-7: **£90.00**Pb: 978-0-415-57558-4: **£26.99**

eBook: 978-0-203-85453-2

* For full contents and more information, visit: www.routledge.com/9780415575584

TEXTBOOK

Events and The Social Sciences

Hazel Andrews, Liverpool John Moores University, UK and
Teresa Leopold

This book is the first dedicated to the intersections between the social sciences and the emerging field of events management. It applies and contextualises social science theories within the discourse of events to provide a greater understanding of the significance of events in contemporary society. It first outlines the value of approaching the study of events from a social science perspective, and then moves on to an in-depth exploration of relevant theories exploring topics such as identity, culture, consumerism, representation and place. It concludes with a summary of each chapter and a discussion of ways in which events can be further explored through the lens of the

social sciences.

Routledge

Market: Events & Social Sciences

February 2013: 234x156: 154pp

Hb: 978-0-415-60560-1: **£95.00**Pb: 978-0-415-60562-5: **£26.99**

eBook: 978-0-203-07074-1

* For full contents and more information, visit: www.routledge.com/9780415605625

3rd Edition - TEXTBOOK

Strategic Sports Event Management

Third edition



Guy Masterman, Sheffield Hallam University, UK

Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. This fully revised and updated third edition uses international case studies in every chapter, offering real-world insight into both larger and smaller events. It is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to

develop their professional skills.

Routledge

Market: Sport Management/Event Management

May 2014: 246x174: 408pp

Hb: 978-0-415-53278-5: **£100.00**Pb: 978-0-415-53279-2: **£34.99**

eBook: 978-0-203-11467-4

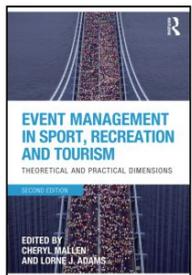
Prev. Ed Pb: 978-1-856-17523-4

* For full contents and more information, visit: www.routledge.com/9780415532792

TEXTBOOK

Event Management in Sport, Recreation and Tourism

Theoretical and Practical Dimensions



Cheryl Mallen, Brock University, Canada and Lorne Adams, Brock University, Canada

Now in a fully revised and updated second edition, *Event Management in Sport, Recreation and Tourism* provides a comprehensive theoretical and practical framework for planning and managing events. Focusing on the role of the event manager and their diverse responsibilities through each phase of the event planning process, this is still the only textbook to define the concept of knowledge in the context of events management, placing it at the centre of professional practice. It is essential reading for any student or practitioner working in events management, sport management, leisure management, outdoor recreation or tourism.

Routledge

Market: Events Management/Sport Management/Tourism

December 2012: 234x156: 264pp

Hb: 978-0-415-64100-5: **£90.00**Pb: 978-0-415-64102-9: **£31.99**

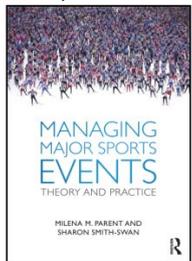
eBook: 978-0-203-08228-7

* For full contents and more information, visit: www.routledge.com/9780415641029

TEXTBOOK

Managing Major Sports Events

Theory and Practice



Milena M. Parent, University of Ottawa, Canada and Sharon Smith-Swan, Professional Communication Consultant & Trainer, USA and Canada

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy. Each chapter contains a unique combination of theory, practical decision-making exercises and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. A companion website includes self-test

quizzes and flashcards for students, links to 110 useful websites, plus 173 summary slides, 45 essay questions and extended decision-making exercises for lecturers and instructors.

Routledge

Market: Sport/Sport Management

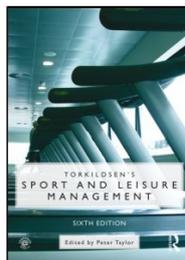
November 2012: 246x174: 432pp

Hb: 978-0-415-67228-3: **£95.00**Pb: 978-0-415-67233-7: **£34.99**

eBook: 978-0-203-13237-1

* For full contents and more information, visit: www.routledge.com/9780415672337

6th Edition - TEXTBOOK

Torkildsen's Sport and Leisure Management

George Torkildsen and Peter Taylor, Sheffield Hallam University, UK

For nearly thirty years this classic textbook has been the most comprehensive and engaging introduction to sport and leisure management available to students at all levels. Now in a fully revised sixth edition, it is still the only textbook that covers all the key topics taught within contemporary sport and leisure management courses. Richly illustrated throughout with up-to-date evidence, data, case-studies and international examples, each chapter also contains a range of useful features, such as discussion questions, practical tasks and structured guides to further reading. A dedicated companion website offers

additional teaching and learning resources for students and lecturers.

Routledge

Market: Sport and Leisure Management

November 2010: 246x174: 618pp

Hb: 978-0-415-49792-3: **£110.00**Pb: 978-0-415-49793-0: **£39.99**

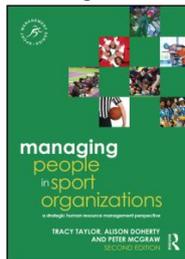
eBook: 978-0-203-87751-7

* For full contents and more information, visit: www.routledge.com/9780415497930

2nd Edition - TEXTBOOK - NEW EDITION

Managing People in Sport Organizations

A Strategic Human Resource Management Perspective



Tracy Taylor, University of Technology, Sydney, Australia, Alison Doherty, University of Western Ontario, Canada and Peter McGraw, Macquarie University, Australia

Series: *Sport Management Series*

Now in a fully revised and updated second edition, *Managing People in Sport Organizations* is a complete introduction to the theory and practice of human resource management in the context of sport. Drawing on well-established conceptual frameworks and current empirical research, the book covers every key area of HRM theory and practice, with expanded coverage in this edition of social media and ICTs, volunteers, and individuals within organizations. A new companion site

offers additional resources, including exam questions and useful web links.

Routledge

Market: Sport Management / Business and Management / Human Resource Management

January 2015: 246x174: 236pp

Hb: 978-0-415-71532-4: **£100.00**Pb: 978-0-415-71534-8: **£37.99**

eBook: 978-1-315-88188-1

Prev. Ed Pb: 978-0-750-68229-9

* For full contents and more information, visit: www.routledge.com/9780415715348

TEXTBOOK

Sports Tourism

Participants, Policy and Providers



Mike Weed, Canterbury Christ Church University, UK and Chris Bull, Canterbury Christ Church University, UK

Sports Tourism is an unparalleled text that explores sports tourism as a social, economic and cultural phenomenon that stems from the unique interaction of activity, people and place. It is the essential text for anybody studying this unique topic.

The text tackles these issues from three viewpoints: participants, the profiles, motivations and behavior patterns of sports tourists; policy, the response by policymakers to this phenomenon; and providers, their motivations, aims, objectives and strategies.

Now in its 2e, the text has been further developed to include material on the latest developments in the field and is illustrated by all new case studies, including a chapter on cycling tourism and North American professional team sports.

Routledge

Market: Sports Tourism

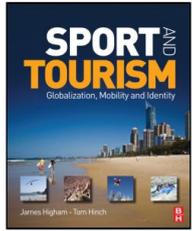
February 2009: 235 x 191: 376pp

Pb: 978-0-750-68375-3: **£33.99**

eBook: 978-0-080-94211-7

* For full contents and more information, visit: www.routledge.com/9780750683753

TEXTBOOK

Sport and Tourism

James Higham and Tom Hinch

Sport and Tourism: Globalization, Mobility and Identity marks a new era in sport tourism texts. Written by global experts whose previous collaborations have been integral to the development of the field, the book applies key social science concepts and issues relevant to the academic study of sport and tourism. Set to be the an essential text for any student or academic in the field, this bookcements and advances previous studies by building upon existing literature, while extending the field by exploring avenues of study that are yet to be comprehensively addressed.

Routledge

Market: Sport Studies/Tourism
March 2009: 235 x 187: 314pp
Pb: 978-0-750-68610-5: **£33.99**
eBook: 978-0-080-94264-3

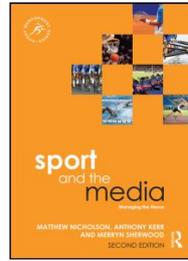
* For full contents and more information, visit: www.routledge.com/9780750686105



2nd Edition • TEXTBOOK • NEW EDITION

Sport and the Media

Managing the Nexus



Matthew Nicholson, La Trobe University, Australia, Anthony Kerr, La Trobe University, Australia and Merryn Sherwood, La Trobe University, Australia

Series: Sport Management Series

Any successful manager in sport must have a clear understanding of how the media works and the skills to manage the communication process. Now in a fully revised second edition, *Sport and the Media* is the only textbook to combine in-depth analysis of the sport media industry with a clear guide to practical sport media management skills. This updated edition includes a wider range of examples and cases, as well as four completely new chapters covering social media, managing the

media, the sports journalist and the role of the sport media manager. A new companion website provides additional teaching and learning materials, including PowerPoint slides, teaching cases and assessment questions.

Routledge

Market: Sport Studies / Sport Management / Media Studies
June 2015: 246x174: 280pp
Hb: 978-0-415-83981-5: **£100.00**
Pb: 978-0-415-83982-2: **£37.99**
eBook: 978-1-315-77642-2
Prev. Ed Pb: 978-0-750-68109-4

* For full contents and more information, visit: www.routledge.com/9780415839822



TEXTBOOK

International Cases in the Business of Sport

Second Edition

Edited by Simon Chadwick, Coventry University, UK, Dave Arthur, Sport Business Resources, Australia and John Beech, Coventry University, UK

Now in a fully revised and updated second edition, this book presents an unparalleled range of brand new, cutting-edge case studies that show how contemporary sport business is done, that illustrate the most important issues and managerial developments in professional sport, and that provide fascinating insight into commercial management practice. Written by a team of expert academics and practitioners, the cases presented in this book come from every corner of the sporting world, including organisations and events as diverse as the NBA, the Americas Cup, the Tour de France, the PGA, Barcelona FC and Australian Open tennis. An essential companion to any sport business course.

Routledge

Market: Sport Studies / Business and Management
August 2015
Hb: 978-1-138-80244-5: **£95.00**
Pb: 978-1-138-80245-2: **£34.99**

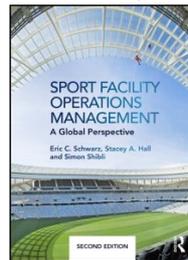
* For full contents and more information, visit: www.routledge.com/9781138802452



2nd Edition • TEXTBOOK • NEW EDITION

Sport Facility Operations Management

A Global Perspective



Eric C. Schwarz, Victoria University, Australia, Stacey A. Hall, University of Southern Mississippi, USA and Simon Shibli, Sheffield Hallam University, UK

This comprehensive and engaging textbook introduces cutting-edge concepts in facilities and operations management, including practical, real-world guidance from professional facility managers. Now in a revised new edition, it examines new technologies and includes new chapters on capital investment and decision-making. With a clear structure running from planning through to the application of core management disciplines, it's essential reading for any sport management course.

Routledge

Market: Sport management
June 2015: 246x174: 320pp
Hb: 978-1-138-83103-2: **£110.00**
Pb: 978-1-138-83105-6: **£39.99**
eBook: 978-1-315-73681-5
Prev. Ed Pb: 978-1-856-17836-5

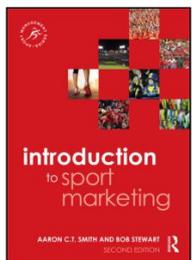
* For full contents and more information, visit: www.routledge.com/9781138831056



2nd Edition • TEXTBOOK • NEW EDITION

Introduction to Sport Marketing

Second edition



Aaron C.T. Smith, RMIT University, Australia and Bob Stewart, Victoria University, Australia

Series: Sport Management Series

Aimed at students with little or no prior knowledge of marketing, this is an engaging introduction to key concepts and best practice in sport marketing. It outlines a step-by-step framework for effective sport marketing, from conducting market analysis and developing a strategy, to planning and implementation. Now in a fully revised and updated new edition, the book has expanded coverage of new media and social marketing, services and relationship marketing, and issues such as social responsibility and sustainability. Including more international

cases and examples, every chapter offers useful features to help the reader to engage with fundamental principles and applied practice.

Routledge

Market: Sport Management / Marketing
January 2015: 246x174: 324pp
Hb: 978-1-138-02295-9: **£110.00**
Pb: 978-1-138-02296-6: **£39.99**
eBook: 978-1-315-77676-7
Prev. Ed Pb: 978-0-750-68685-3

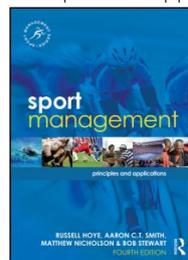
* For full contents and more information, visit: www.routledge.com/9781138022966



4th Edition • TEXTBOOK • NEW EDITION

Sport Management

Principles and Applications



Russell Hoye, La Trobe University, Australia, Aaron C.T. Smith, RMIT University, Australia, Matthew Nicholson, La Trobe University, Australia and Bob Stewart, Victoria University, Australia

Series: Sport Management Series

Now in a fully revised and updated fourth edition, *Sport Management: Principles and Applications* is a complete introduction to the sport industry and the role of the state, non-profit and professional sectors in sport. It focuses on core management principles and their application, highlighting the challenges faced in a career in sport management. This new edition includes expanded coverage of sport media, the

Olympics, change management and other contemporary management issues. Full of useful features and with a supporting website, this is an indispensable course text.

Routledge

Market: Sport Management / Business and Management
January 2015: 246x174: 384pp
Hb: 978-1-138-83959-5: **£100.00**
Pb: 978-1-138-83960-1: **£37.99**
eBook: 978-1-315-73337-1
Prev. Ed Pb: 978-1-856-17819-8

* For full contents and more information, visit: www.routledge.com/9781138839601



TEXTBOOK

Sports Marketing

A Practical Approach



Larry DeGaris, University of Indianapolis, US

Sports Marketing is a comprehensive, engaging and practice-focused textbook that demonstrates how effective sports marketing should be research-based and data-driven. Covering the full spectrum of marketing approaches, techniques, strategies and tactics, the book shows how all sports-related organizations can benefit from rigorous, applied empirical research and analysis, and explains how students can develop the skills they need to become effective sports marketing professionals. It goes further than any other sports marketing textbook in surveying the international sports market, including international cases and detailed profiles of international

consumer and business markets throughout.

Routledge

Market: Sports Marketing

February 2015: 246x174: 282pp

Hb: 978-0-415-63046-7: **£95.00**Pb: 978-0-415-63047-4: **£34.99**

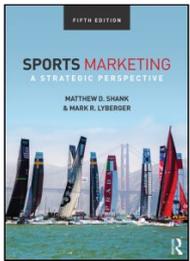
eBook: 978-0-203-09761-8

* For full contents and more information, visit: www.routledge.com/9780415630474

TEXTBOOK

Sports Marketing

A Strategic Perspective, 5th edition



Matthew D. Shank, Marymount University, US and Mark R. Lyberger, Kent State University, US

Now in a fully revised and updated fifth edition, *Sports Marketing: A Strategic Perspective* is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control.

Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking

to improve their professional practice.

Routledge

Market: Sport Management / Marketing

November 2014: 246x189: 672pp

Hb: 978-1-138-01595-1: **£115.00**Pb: 978-1-138-01596-8: **£59.99**

eBook: 978-1-315-79408-2

* For full contents and more information, visit: www.routledge.com/9781138015968

A

Accounting Essentials for Hospitality Managers 15
 Adventure Tourism Management 5
 Airport Marketing 6
 Applied Multivariate Statistics for the Social Sciences, Sixth Edition 9

B

Basic Management Accounting for the Hospitality Industry 15

C

Carbon Management in Tourism 12
 Conferences and Conventions 3rd edition 3
 Consumer Behaviour in Tourism 6
 Cruise Operations Management 4
 Cultural Tourism, 2nd Edition 19
 Culture and Economy in the New Shanghai 16

D

Destination Brands 7
 Doing Events Research 8

E

Economics of Recreation, Leisure and Tourism, The 15
 Economics of Recreation, Leisure and Tourism, The 15
 Ecotourism 13
 Ecotourism 13
 Environment and Tourism 13
 Ethics of Tourism, The 21
 Event Management in Sport, Recreation and Tourism 22
 Event Policy 17
 Event Sponsorship 6
 Event Studies 21
 Eventful Cities 14
 Events and Sustainability 11
 Events and the Environment 12
 Events and The Social Sciences 21
 Events and Urban Regeneration 14
 Events Feasibility and Development 17
 Events Management 4
 Events Management 4
 Events Marketing Management 6

F

Food and Beverage Management 4

G

Geography of Tourism and Recreation, The 19
 Global Cities, Local Streets 20

H

Health, Tourism and Hospitality 19
 Heritage Tourism 19
 Hospitality Business Development 15
 Hospitality Marketing 7
 Hotel Design, Planning and Development 3
 Human Resource Management for the Event Industry 10
 Human Resource Management for the Hospitality and Tourism Industries 10

Human Resource Management in the Hospitality Industry 10
 Human Resource Management in the Sport and Leisure Industry 10

I

International Cases in the Business of Sport 23
 International Hospitality Management 2
 International Tourism 20
 Introducing Urban Anthropology 14
 Introduction to Multilevel Modeling Techniques, An 9
 Introduction to Sport Marketing 23
 Issues in Cultural Tourism Studies 19

L

Latent Variable Modeling with R 8
 Longitudinal Structural Equation Modeling 8
 Low Carbon Development 12

M

Management of International Resort Hotel Operations 2
 Managing Airports 4th Edition 3
 Managing Major Sports Events 22
 Managing People in Sport Organizations 22
 Marketing and Managing Tourism Destinations 7
 Marketing Destinations and Venues for Conferences, Conventions and Business Events 2
 Marketing in Travel and Tourism 7

N

Nation branding 7

O

Off the Grid 20

P

Practical Guide to Greener Theatre, A 11
 Principles of Management for the Hospitality Industry 5
 Promoting and Marketing Events 6

R

Research Methods for Tourism Students 8
 Resort Destinations 20
 Retail and Social Change 16

S

Special Event Production: The Process 2
 Special Event Production: The Resources 2
 Sport and the Media 23
 Sport and Tourism 23
 Sport Facility Operations Management 23
 Sport Management 23
 Sports Marketing 24
 Sports Marketing 24
 Sports Tourism 22
 Stats Means Business 2nd edition 8
 Strategic Management for Hospitality and Tourism 4

Strategic Management for Tourism, Hospitality and Events 3
 Strategic Sports Event Management 22
 Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines 8
 Sustainability in the Hospitality Industry 2nd Ed 12
 Sustainability Principles and Practice 11
 Sustainable Event Management 11

T

Torkildsen's Sport and Leisure Management 22
 Tourism and Climate Change 12
 Tourism and Entrepreneurship 15
 Tourism and Public Policy 17
 Tourism and Sustainability 13
 Tourism Geography 19
 Tourism Impacts, Planning and Management 17
 Tourism Management 4
 Tourism Management 4
 Tourism Marketing 6
 Tourism Policy and Planning 18
 Tourism Policy, Planning and Development 17
 Tourism Studies: The Basics 2
 Tourism, Poverty and Development 17

U

Understanding and Managing Tourism Impacts 12
 Understanding Sustainable Development 11
 Urban Regeneration in the UK 14

W

Wedding Planning and Management 3
 Worldwide Destinations 20
 Worldwide Destinations Casebook 20

A

Andrews, Hazel 21
 Ateljevic, Jovo 15

B

Bladen, Charles 4
 Blewitt, John 11
 Boella, Michael 10
 Boniface, Brian 20
 Boniface, MA, Brian 20
 Bowdin, Glenn A.J. 4
 Bowie, David 7
 Buckley, Ralf 5
 Buglear, John 8

C

Case, Robert 12
 Chadwick, Simon 23
 Chibili, Michael 15
 Clarke, Alan 2
 Coles, Tim 8

D

Daniels, Maggie 3
 Davis, Bernard 4
 DeGaris, Larry 24
 Dinnie, Keith 7
 Du Cros, Hillary 19
 Durbarry, Ramesh 8

E

Edgell Sr, David L 18
 Evans, Nigel 3

F

Fennell, David A. 11
 Finch, W. Holmes 8
 Foley, Malcolm 17
 Fox, Dorothy 8

G

Getz, Donald 21
 Gibson, Philip 4
 Graham, Anne 3
 Guilding, Chris 15

H

Hall, C. Michael 12
 Hall, Michael C. 19
 Halpern, Nigel 6
 Hassanien, Ahmed 15
 Hayward, Robert 2
 Heck, Ronald 9
 Higham, James 23
 Holden, Andrew 13
 Holden, Andrew 17
 Holmes, Kirsten 11
 Horner, Susan 6
 Hoye, Russell 23

J

Jackson, Nigel 6
 Jaffe, Rivke 14
 Jones, Ellen 11
 Jones, Meegan 11

K

Kennell, James 17

L

Lovelock, Brent 21

M

Mallen, Cheryl 22

Mason, Peter 17
 Masterman, Guy 22
 Matthews, Doug 2
 Matthews, Doug 2
 McDonnell, Ian 6
 Middleton, Victor 7
 Miles, Steven 16
 Morgan, Nigel 7
 Morrison, Alastair 6
 Morrison, Alastair 7
 Morrison, Alastair 17
 Mowforth, Martin 13

N

Newsom, Jason T. 8
 Nicholson, Matthew 23
 Nickson, Dennis 10

O

O'Connor, Justin 16
 O'Toole, William 17
 Obrador Pons, Pau 2
 Okumus, Fevzi 4

P

Page, Stephen 3
 Page, Stephen 4
 Parent, Milena 22
 Park, Hyung Yu 19
 Penner, Richard 3
 Pituch, Keenan A. 9
 Prideaux, Bruce 20

R

Reic, Ivna 6
 Reisinger, Yvette 20
 Richards, Greg 14
 Robertson, Margaret 11
 Rogers, Tony 2
 Rogers, Tony 3

S

Schwarz, Eric 23
 Scott, Daniel 12
 Shank, Matthew D. 24
 Sloan, Philip 12
 Smith, Aaron C.T. 23
 Smith, Andrew 14
 Smith, Melanie 19
 Smith, Melanie 19
 Stefan, Gossling 12

T

Tallon, Andrew 14
 Taylor, Tracy 22
 Tesone, Dana 5
 Torkildsen, George 22
 Tribe, John 15
 Tribe, John 15

U

Urban, Frauke 12

V

Van Der Wagen, Lynn 10
 Vannini, Phillip 20

W

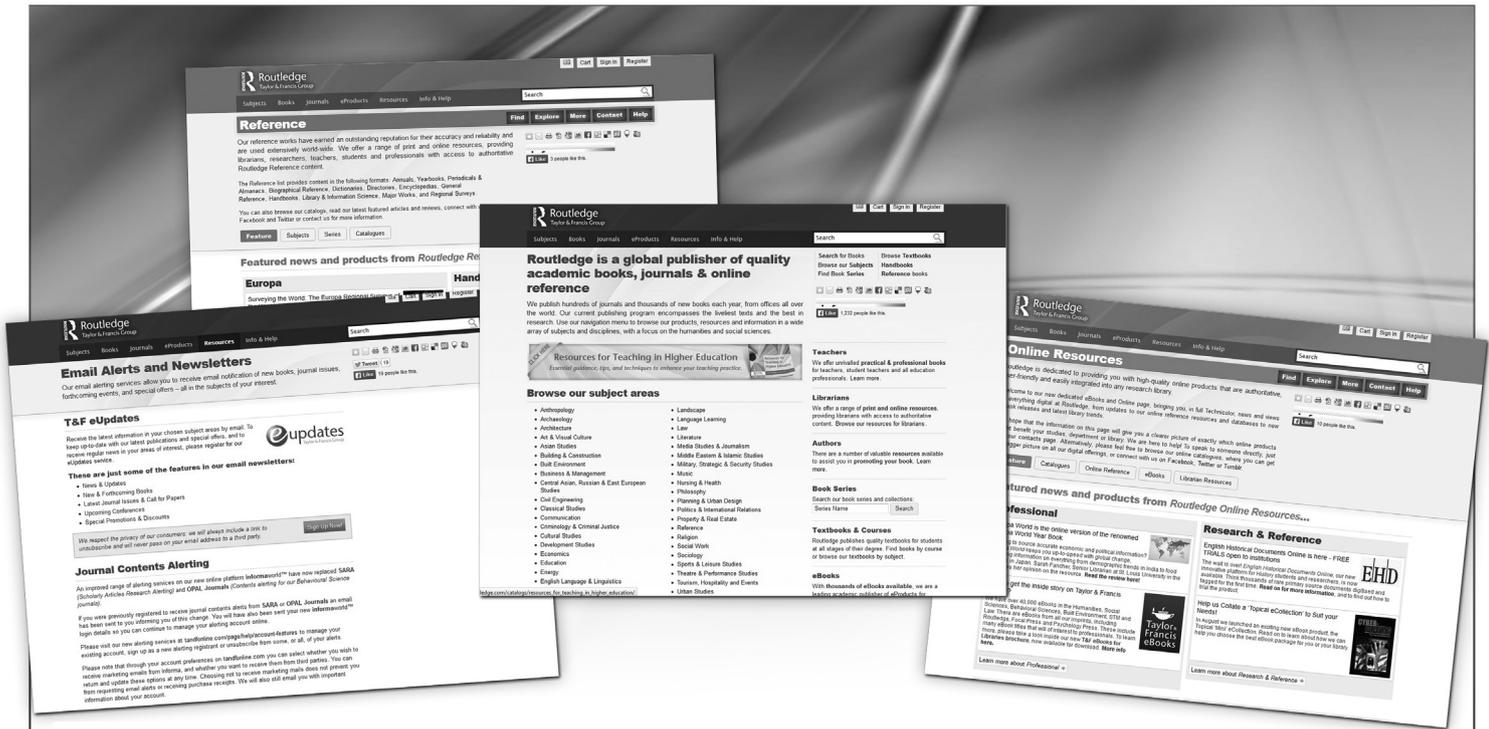
Wearing, Stephen 13
 Weed, Mike 22
 Williams, Stephen 19
 Wolsey, Chris 10

Z

Zukin, Sharon 20







VISIT ROUTLEDGE.COM

Visit www.routledge.com today to view the full range of **books** and **journals** publishing in your subject area.

Take a look at our wide range of subject home pages for all the **latest titles**, exclusive **author interviews** and **news**, and sign up to our subject specific **eUpdates**, to keep up-to-date with new publications and special offers by email.

You can also use our website to search by **course** or **subject**, see which **conferences** we are attending this year, and browse our fantastic collection of **online catalogs** and **resources** for **lecturers, students, librarians** and **authors**, plus much more.

View Inside Routledge Books

Did you know that many of our books now have 'View Inside' functionality that allows you to browse online content before making any purchasing decisions?

For more information visit www.routledge.com.



