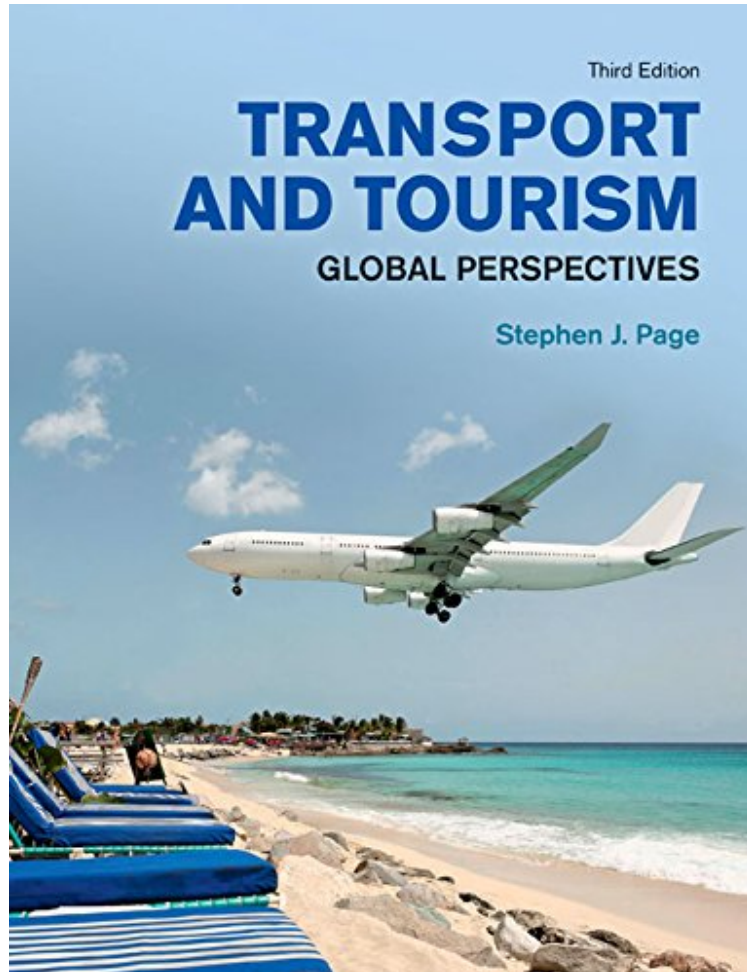



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Transport and Tourism (Themes In Tourism)

Stephen Page

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Stephen Page : Transport and Tourism (Themes In Tourism) before purchasing it in order to gage whether or not it would be worth my time, and all praised Transport and Tourism (Themes In Tourism):

Transport and Tourism: Global Perspectives investigates the complex relationship between transport provision and tourism, and adopts a global perspective throughout. Maintaining its 4-part structure, this substantially updated third edition addresses all the key issues and new challenges that transport providers, decision-makers, managers and tourists face in the use, operation and management of tourist transport against the backdrop of rapid technological change in the 21st century. Transport and Tourism: Global Perspectives remains the leading, authoritative text in the field; topics covered in this latest edition include up-to-date and contemporary international case material and examples addressing key areas of current concern. Topics covered include the ongoing financial crisis in the US airline industry, challenges posed by low-cost airlines and other innovative forms of transport provision, the climate change

and sustainability debate, problems of managing car-based tourism, crime, safety, and security, and the e-travel revolution. A completely revised 'future prospects' chapter emphasises good practice examples and innovative schemes for tourist transport provision. Transport and Tourism is an essential text for students on travel and tourism degrees and will be of key interest to students and practitioners in related fields also including strategic management and geography.

From the Back Cover: 'an outstanding and invaluable book for both transport and tourism researchers and students and for transport and tourism providers, decision-makers and managers.' Richard Knowles, School of Environment and Life Sciences, University of Salford. Transport and Tourism: Global Perspectives remains the leading, authoritative text providing a much-needed synthesis of the key, contemporary issues occurring at the intersection of transport and tourism. Substantially updated, this 3rd edition retains its cohering 4-Part structure but has been expanded to encompass an even wider global perspective without losing focus on the intricacies of the debates. It continues to address all the key issues and new challenges that transport providers, decision-makers, managers and tourists face in the use, operation and management of tourist transport against the backdrop of rapid technological change in the 21st century. Key features of the book include: Up-to-date, international case material and examples addressing key areas of current concern such as the ongoing financial crisis in the US airline industry, challenges posed by low-cost airlines and other innovative forms of transport provision, the climate change and sustainability debate, problems of managing car-based tourism, crime, safety, and security, and the e-travel revolution; new concise 'Insights' feature providing a greater breadth of case studies especially on the developing world and the challenges of accommodating future growth; a completely revised 'future prospects' chapter bringing greater emphasis on good practice examples and innovative schemes for tourist transport provision; chapter summaries and reflective questions focussing on the core material; weblinks and further reading pointing the reader to sources and data beyond the text. Transport and Tourism is an essential text for students on travel and tourism degrees and will be of key interest to students and practitioners in related fields also including strategic management and geography. Stephen Page is the Scottish Enterprise Forth Valley Chair in Tourism in the Department of Marketing, School of Management, University of Stirling. About the Author Stephen Page is the Scottish Enterprise Forth Valley Chair in Tourism in the Department of Marketing, School of Management, University of Stirling.