

## Strategic Management For Travel And Tourism

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Description. This comprehensive textbook has, at its core, the importance of linking strategic thinking with action in the management of tourism. It provides an analytical evaluation of the most important global trends, as well as an analysis of the impact of crucial environmental issues and their implications.

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Strategic Management in Tourism - CABI.org

Just like CFOs need to collaborate with travel managers to make strategic policy improvements, individual travellers need to collaborate with travel managers to drive effective change. We know that employee overspending can constitute as much as a third of a business' travel and expense budget , but without understanding why travellers are overspending, expense management change can be difficult to implement.

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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.

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