



# Tourism Management

*David Weaver, Laura Lawton*

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Tourism is increasingly widespread and complex, and sophisticated and adaptive management is therefore required to realise its full potential as a positive and sustainable economic, ecological, social and cultural force. This textbook gives students an introductory exposure to tourism that provides a foundation for further informed engagement with the sector, first in the remainder of their tertiary studies and then in their capacity as managers.

This fourth edition has been updated with recent industry and research developments and retains the thoroughness of content and application that had been established in the previous editions.

The twelve chapters in this book have been carefully arranged so that together they constitute a logical and sequential introductory tourism management subject that can be delivered over the course of a normal university semester.

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