



## Advanced Introduction to Tourism Destination Management

Elgar Advanced Introductions series

Chris Ryan, University of Waikato, New Zealand

Written by Chris Ryan, this Advanced Introduction seeks to integrate macro and micro components of tourism destination planning into a discussion of impacts, destination development, and national, regional and site planning. Exploring the characteristics of tourism destinations, the political framework of tourism and region specific management, this accessible book offers an insightful introduction to the field. Key topics include the impacts of tourism, the evolution of the tourist destination and analysis of marketing as a management tool.

'The Advanced Introduction to Tourism Destination Management is an outstanding and well-written contribution to this emerging field. The author, Chris Ryan, is a highly respected scholar with huge experience in tourism research and consultations across many countries. As such, this text is rich with practical examples on concepts, yet comprehensive in its coverage of key topics such as tourism impacts. Destination management is an emerging professional field, although not well understood to date. This highly relevant and up-to-date text advances the field and is an essential reader for students of tourism and destination management practitioners.'

– Alastair Morrison, Purdue University, US

'Facing the challenges of over-tourism, technological advancement and climate change, destination management needs a new framework of thinking. Professor Ryan's lucid narrative offers a comprehensive yet in-depth and current overview of destination marketing and management. His familiarity with current issues, the balanced coverage for management practices in both the east and the west, and the detailed exploration of under-researched political frameworks in destinations, make the book a great reference and must-have for both researchers and practitioners in tourism!'

– Bing Pan, Pennsylvania State University, US

'This is a timely "one-stop read" for destination management professionals, policymakers, and researchers. The book addresses issues pertinent to various types of destinations, discusses important impacts of tourism, and offers insights from macro-level policies and politics to micro-level site-specific management. All these important concepts are placed in the context of changing technology and consumer behaviors. Read this book to learn from Chris' scholarly wisdom and extended experiences of working with various stakeholders globally!'

– Cathy Hsu, The Hong Kong Polytechnic University, Hong Kong

This slim volume offers a nicely balanced introduction to contemporary tourism destination management. There is an appealing blend of the foundation ideas about the topic with a rich recognition of the many complexities appearing in different countries and continents. Chris Ryan, a globally well recognised tourism scholar, delivers on the promise of the book's title; it is indeed an advanced (and satisfying) introduction to help build readers' knowledge of this key tourism topic area.'

– Philip L. Pearce, James Cook University, Australia

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