Managing Tourism Firms

Economics and Management of Tourism series

Edited by Clive L. Morley, Professor of Quantitative Analysis, Royal Melbourne Institute of Technology (RMIT) University, Australia

Managing Tourism Firms is an authoritative selection of the most important published work on the particular characteristics and problems associated with running a firm in tourism. Major topics covered include: strategy, marketing, the use of the Internet and IT, pricing, managing staff and studies of specific sectors of the industry. The book provides an overview of current issues and a handy reference in one volume to the major published research contributions. The editor has written a new, authoritative introduction which offers a comprehensive, state-of-the-art summary of the literature. This volume will be valuable to researchers and students in tou

‘In this volume Dr Clive Morley presents a series of papers designed to illustrate facets of managing organisations engaged in tourism. The book begins with Clive’s thought provoking review of why tourist organisations pose specific, special concerns for management, and the state of the literature covering these issues. While all may not necessarily agree with the views expressed, the book is worth buying for almost this introduction alone as it demands a response from readers to clarify their own views about these issues. Dr Morley has also done readers a service in his selection of papers in that, while they have been published previously in leading journals, the volume places them all in one easily accessible collection that needs to be on the bookshelves of those concerned with organisations involved in tourism and their management.’

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