



# Tourism: A Modern Synthesis

By Joanne Connell, Stephen J. Page

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Tourism: A Modern Synthesis is the core textbook for tourism, focusing on the development and management of tourism in an international context. A strong business and management theme pervades the book reflecting developments in the teaching and content of modern courses. The book is based around the principles of management and includes case studies emphasising this theme. It can be used as a one semester text, but its coverage of a broad range of subjects make it a useful resource throughout a full degree course. The second edition has been completely revised, updated and enhanced to include all of the current issues in tourism such as the impact of terrorism and crime, epidemics and tourism, low-cost airlines, special interest tourism and includes many case studies from diverse and exciting tourism destinations. Comprehensive and up-to-date, Tourism, a Modern Synthesis is a real survey text for students following a degree in Tourism, Hospitality or Leisure, or doing a Tourism course as part of another degree programme.

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