



Essentials of Tourism

Chris Cooper

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Essentials of Tourism offers a concise and student-friendly introduction to the field of tourism.

Written in a lively and engaging style, the book boasts an extensive range of case studies from around the world, and provides you with a coherent and consistent text, blending tourism principles and theory with practice. Each chapter features three case studies which illustrate contemporary practice in the leisure and tourism industry. Examples are drawn from a wide variety of destinations from around the globe, giving this text a truly international approach.

The book is the essential companion for undergraduate students studying Tourism and Tourism Management. It is accompanied by a companion website packed with extra resources for both students and lecturers, including multiple choice questions, PowerPoint slides and links to further reading.

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