

Managing Change in Tourism

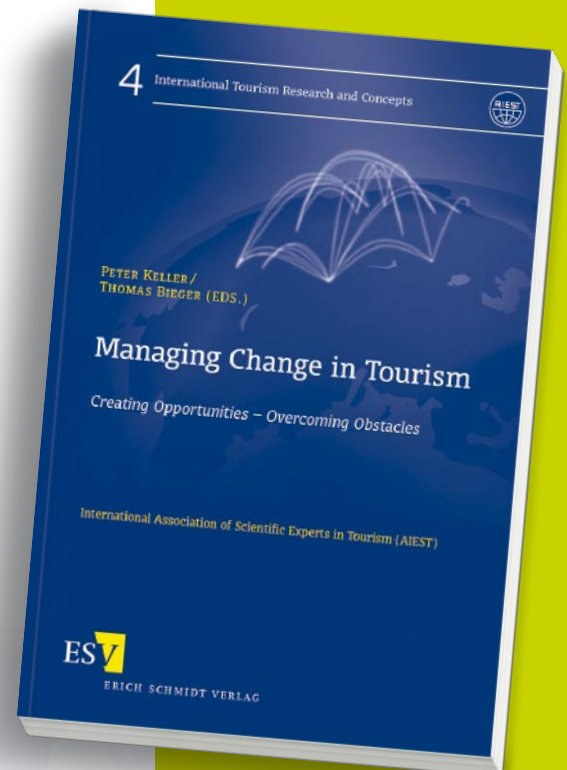
Tourism more than other industries is subject to continuous change – not only due to new demand trends but also due to new developments in relevant environments like climate, local culture or consolidation of the travel industry. In addition, changes in tourism touch destination, intercompany and inner company structures.

This book, edited by Peter Keller and Thomas Bieger, provides you an unique analytical framework for the management of change in tourism. It is based on the **experience of a network of more than 300 researchers from around the world**. Case studies and empirical research results deepen the analyses in the three dimensions of:

- drivers of change
- change on destination level
- change on company level

By this, the book is a **substantial basis for studying change in tourism** by scholars and practitioners as well as a resource for seminars and courses in the field.

Further information:
[www.ESV.info/978 3 503 12066 6](http://www.ESV.info/978_3_503_12066_6)



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*Creating Opportunities –
Overcoming Obstacles*

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and Prof. Dr. Thomas Bieger
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figures and tables,
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