

Tourism: A Modern Synthesis

By Stephen J. Page, Joanne Connell

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Tourism can be a challenging subject for students because it is both dynamic and susceptible to economic turbulence and shifts in trends. Tourism: A Modern Synthesis is an essential textbook for tourism students looking for a clear and comprehensive introduction to their studies which helps overcome these challenges. The authors apply a strong business approach to the subject reflecting developments in the teaching and content of modern courses and the text covers both key principles and contemporary themes and issues at a global scale. It is the ideal guide to tourism for students across all levels, serving as a point of reference throughout their course.

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