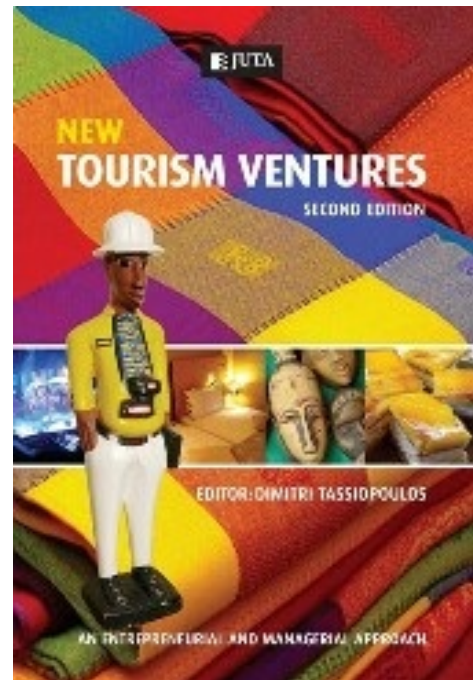


New Tourism Ventures

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About this Publication:

Small and medium tourism enterprises (SMTEs) are considered to dominate the global tourism industry numerically, forming the backbone for the delivery of tourism offerings. These enterprises take the form of a range of hotels, bed-and-breakfast accommodation, travel agencies, restaurants, theme parks, events companies, resorts, tourist guides and tour operators, to mention a few. The second edition of New Tourism Ventures: an entrepreneurial and managerial approach provides a definitive grounding of how to create and manage tourism ventures. This edition takes an entrepreneurial and managerial approach to the subject, underpinning the various concepts associated with tourism entrepreneurship. The subject is discussed within the context of international best practice and research.

Key Features

- User-friendly new layout
- Real tourism venture examples to illustrate concepts
- A blend of theoretical principles and practice
- International best practice and research
- Case studies demonstrating real-life issues and providing a framework for discussion
- Lists of further reading at the end of each chapter
- End-of-chapter discussion questions which draw out issues

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- The role of the hospitality “industry”
- Summary
- Issues to ponder
- Relevant Internet sites to visit

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Of Interest and Benefit to:

New Tourism Ventures 2e is a must for all owner-managers, family-run SMTEs, small business advisors, enterprise support agencies, national and local governments, researchers, undergraduate and postgraduate tourism students and prospective entrepreneurs wishing to enter the tourism industry.