



Tourism: Principles and Practice

John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill

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In a changing and turbulent environment for tourism, the fifth edition of *Tourism: Principles and Practice* offers the fundamental and underlying principles with which to approach the study of tourism, contributing a complete framework that effectively integrates theory and practice. The text has been updated to take into account developments such as business tourism, sports and events management and mobile technology and social tourism.

Thanks to its engaging writing style and accessible structure, this has become the ultimate one-stop text for any student studying Tourism. Its broad appeal and popularity increases with each new edition, making it excellent value for any student who wants to understand and explore the principles of the subject.

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