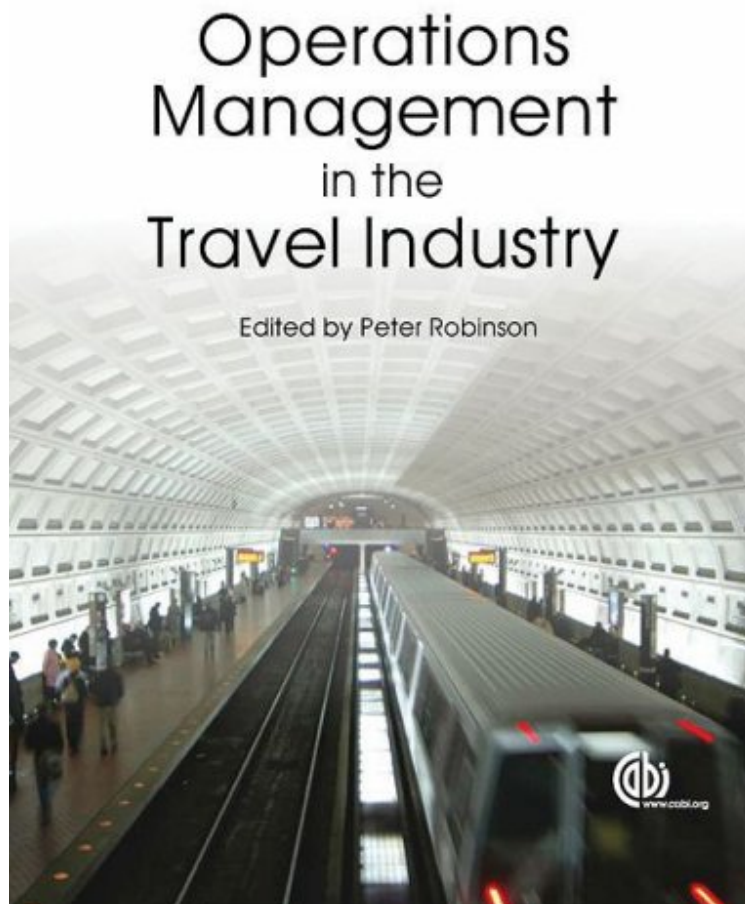


(Free) Operations Management in the Travel Industry

Operations Management in the Travel Industry

Peter Robinson

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Peter Robinson : Operations Management in the Travel Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Operations Management in the Travel Industry:

Operations Management in the Travel Industry provides a broad, in-depth coverage of the knowledge and skills necessary for effective and successful management, including finance, marketing, individual and corporate social responsibility, meeting customer expectations and managing, motivating and retaining employees. Using both theory and real world case studies, it describes the commercial realities of the sector in relation to decision making and business outcomes, with practical consideration given to balancing the needs of a commercial business to drive forward innovation and increase profitability for investors. This book is the prescribed text for the Foundation Degree in Travel Operations Management, and will also be useful to industry practitioners and students in a range of related

courses at all levels.

Praise for the first edition: [W]ritten in a clear and simple style (the volume) will be useful for undergraduate students. Robinson deserves to be congratulated. (Annals of Tourism Research) A useful book that gives a very good overview of what Operations Management entails. (Tourism Society Journal) About the Author Peter Robinson is Principal Lecturer and Head of the Leisure Department at the University of Wolverhampton, UK. His responsibilities also extend to the management of The Arena Theater, a university owned arts venue. Peter has a background working in tourism and events management in the public, private and voluntary sectors, and his research interests include tourism management, events management, event motivation and community-based and slow tourism. Peter has published a number of edited textbooks, including Operations Management for The Travel Industry (CAB International), Events Management (CAB International) and Research Themes for Tourism (CAB International), together with journal articles, industry publications and presentations at international research and industry conferences. Peter is the West Midlands Representative for the Tourism Management Institute, a member of the Executive Committee for the Association for Event Management Education and is a member of the Education and Training Committee for The Institute of Travel and Tourism.