



Embracing and Managing Change in Tourism: International Case Studies

Gianna Moscardo

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Embracing and Managing Change in Tourism examines management responses to the major changes taking place in international tourism and considers tourism itself as an agent of change. Including twenty-two detailed case studies from around the world this book explores two key principles. Firstly that change is inevitable and, if effectively managed, has the potential to benefit all those living in, working in and visiting the destination. Secondly, that there are no universal prescriptions for the effective management of change in tourism, since each destination has distinguishing characteristics and the nature of the problems facing it change over time.

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