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____ **Change Management in Tourism**
From 'Old' to 'New' Tourism

Edited by Christopher Kronenberg, Sabine Müller, Prof. Dr. Mike Peters, Dr. Birgit Pikkemaat and Prof. Dr. Klaus Weiermair

2008, 320 pages, with illustrations, softcover, USD 73,00 / GBP 41,00; ISBN 978-3-503-11084-1
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Target groups: Tourism businesses; hotel businesses; regional tourism associations; destination management; supplier tourism; researchers; lecturers;

About this book: New information and communication strategies, globalisation, consumer preferences: Tourism markets and enterprises have gone through some rather dramatic changes.

For sustainable success, it is necessary to react fast and systematic to these changes. Therefore, the editors provide practical information on strategies and instruments for:

- managing changed customer demands
- managing the new tourism destination
- changing factor conditions
- research changes.

With practical examples and recommended actions for a successful change management in tourism.

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