



GOODFELLOW PUBLISHERS

CATALOGUE

**INDEPENDENT PUBLISHERS OF
TOURISM, HOSPITALITY, EVENTS AND MANAGEMENT**

www.goodfellowpublishers.com

Event Management and Event Tourism Series	03
Events and Festivals	05
Hospitality	08
Finance	13
Food and Drink	15
Tourism	18
Sustainability	31
Management	38
Order and Agents	44

Follow us for our latest publications, offers and topical issues:

- @GoodFellPub
- www.facebook.com/goodfellowpublishing
- Goodfellow Publishers Group

For all trade orders, please see the listing of agents on the back of this catalogue, or at www.goodfellowpublishers.com

All products are available from www.goodfellowpublishers.com, as well as all major bookstores and including the following e vendors: MyiLibrary, DawsonEra, Ingram Digital, Overdrive, E-Books Corporation, Ebrary, EBSCO and VitalSource.

From May 1, 2020, VAT will no longer be charged on ebooks. All UK sterling prices for our ebooks are now the same as their paperback formats, not as stated in this catalogue.

Books are available on inspection and /or have accompanying tutor resources.

Key:

= Inspection Copy. Available to bona fide lecturers.
See www.goodfellowpublishers.com/inspectioncopies for details and to request copies.

= Online Resources. Online support available.

Catalogue designed by Cylinder. Cover image © www.istockphoto.com/Andrew Mayovskyy

EVENT MANAGEMENT AND EVENT TOURISM SERIES

NEW



Crowd Management *Risk, security and health*

Presents a system for crowd management which integrates security with the other concerns for the health and safety for crowds, looking at the theories and practices of the management processes involved. The behaviours of crowds in situations of terrorism or disaster are unpredictable and, whilst traditional planning is initially used, a fixed plan only works when the crowd is compliant. This text highlights the complexity, the decisions under uncertainty and the long tail risks in order to successfully plan and maintain optimum safety.

Structured into four sections (Risk, Management, Security and Health) with templates, explanation points and case studies throughout, each of the sections is written by global experts.

By **William O'Toole**, International Events Development Specialist with **Dr Stephen Luke** (Health) Critical Care, Mass Gathering, Pre-Hospital & Retrieval Medicine Specialist, **Andrew Tatrai** (Crowds), Co-founder Dynamic Crowd Management and ACES Pty Ltd, **Dr Jason Brown** (Risk) Chair Technical Committee TC262 Risk Management and National Security Director, Thales and **Travis Semmens** (Security) Managing Director at Australian Concert & Entertainment Security Pty Ltd.

	December 2019 • 192 pages		
	HBK: 978-1-911396-88-8	PBK: 978-1-911396-89-5	EBOOK: 978-1-911396-90-1
	UK £85 EURO €105 US \$125	UK £34.99 EURO €45 US \$55	UK £41.99 EURO €45 US \$55

Event Portfolio Management

Theory and practice for event management and tourism

A concise introduction to portfolio theory and methods. Divided into 2 parts of 'Theory' and 'Practice', it explains the importance of efficient portfolio management, and then shows how related methods can be used and adapted using real world international case studies.

It focuses on the application of portfolio theory, using empirical evidence and further exploring the instrumental use and value of event portfolios. It discusses how portfolio theory can be linked to generic theories of strategic management and a number of event-tourism strategies, risk assessment, impact and cost/benefit evaluation. With a wide geographical reach, it examines different case studies from Europe, Asia, North America and Australasia.

By **Vladimir Antchak PhD**, University of Derby, UK. **Vassilios Ziakas PhD**, University of St Mark & St John, UK and **Donald Getz PhD**, Professor Emeritus, the University of Calgary, Canada.

	September 2019 • 192 pages		
	HBK: 978-1-910158-55-5	PBK: 978-1-910158-56-2	EBOOK: 978-1-910158-57-9
	UK £85 EURO €105 US \$125	UK £34.99 EURO €45 US \$55	UK £41.99 EURO €45 US \$55





Event Evaluation

Theory and methods for event management and tourism

Provides the concepts and tools needed to create a comprehensive evaluation system and implement evaluation projects. With an emphasis on evaluation foundations, both theoretical and methodological, it demonstrates how to adapt the evaluation process with:

- A range of tools from simple checklists to more advanced logic models;
- Specific chapters devoted to the most challenging evaluation contexts: the visitor and their experience, quality and human resources;

- Exploration of different evaluation challenges and an introduction to impact assessment.

By **Donald Getz, PhD.**, Professor Emeritus, University of Calgary, Canada.

April 2018 • 192 pages
HBK: 978-1-911396-61-1 **PBK:** 978-1-911396-65-9 **EBOOK:** 978-1-911396-62-8
UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55

Event Impact Assessment

Theory and methods for event management and tourism

This is the first text to:

- Develop professionalism for IA and evaluation in these applied management fields.
- Position impact assessment within sustainability and responsibility paradigms.
- Recommend goals, methods, benchmarking and forecasting indicators specifically for events and tourism.

By **Donald Getz, PhD.**, Professor Emeritus, University of Calgary, Canada.



November 2018 • 192 pages
HBK: 978-1-911635-03-1 **PBK:** 978-1-911635-04-8 **EBOOK:** 978-1-911635-05-5
UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55



Event Stakeholders

Theory and methods for event management and tourism

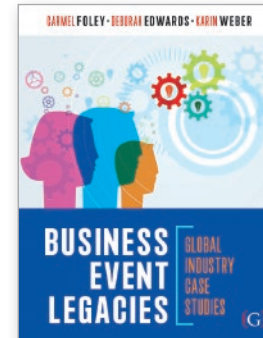
Focuses on the application of stakeholder theory and examines:

- The relationships between stakeholders and their consequences;
- Application of management functions of planning, organizing, staffing, directing and controlling;
- Application of theory via international case examples.

By **Mathilda Van Niekerk**, Formerly Associate Professor, University of Central Florida, USA & **Donald Getz PhD.**, Professor Emeritus, University of Calgary, Canada.

February 2019 • 192 pages
HBK: 978-1-911396-63-5 **PBK:** 978-1-911396-66-6 **EBOOK:** 978-1-911396-64-2
UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55

NEW



Business Event Legacies

Global industry case studies

Through eight case studies it explores how business events are a collision space for ideas, brokering new innovations, generating trade and investment, supporting local communities, academics, industry, and government agendas, and driving knowledge economies.

It provides:

- A global range of case studies representing key business events destinations including London, Sydney, Uruguay, Copenhagen, Geneva, Malaysia, and Sweden.
- Methodologies for evaluating the legacies and impacts of business events for communities, industries, and government.

- Suggestions for advances in business events education and a future research agenda.

By **Carmel Foley**, Associate Professor and Program Director in the UTS Business School, University of Technology Sydney, Sydney, Australia. **Deborah Edwards**, Associate Professor and Associate Dean (Research and Development), UTS Business School, University of Technology Sydney, Sydney, Australia. **Karin Weber** PhD, Associate Professor School of Hotel & Tourism Management, The Hong Kong Polytechnic University.

January 2021 • 256 pages
HBK: 978-1-911635-29-1 **PBK:** 978-1-911635-30-7 **EBOOK:** 978-1-911635-31-4
UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55

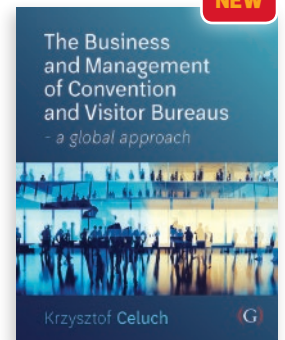
The Business and Management of Convention and Visitor Bureaus a global approach

Meetings are a major source of revenue for the countries and cities and that host them and competition amongst CVBs to maintain market share is rife.

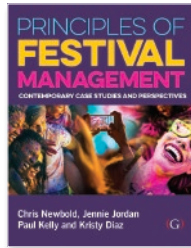
This new text provides a clear and comprehensive guide to the wide range of techniques required by sales and marketing staff to effectively win meetings and events business for their destination.

Accessible, global and informative, this is essential reading for all future business event and conference managers, destination managers as well clients and meeting planners.

Krzysztof Celuch, PhD., Warsaw School of Tourism and Hospitality Management, Poland.



December 2019 • 256 pages
HBK: 978-1-911396-79-6 **PBK:** 978-1-911396-80-2 **EBOOK:** 978-1-911396-81-9
UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55



Principles of Festival Management

Contemporary case studies and perspectives

A complete guide to running a festival from inception to evaluation, covering all management aspects and discussing the key issues (eg. financing, volunteering, security and much more).

Theoretically underpinned, it provides a combination of management perspectives, practical advice and festival studies understandings, enabling readers to think critically about the many challenges facing festivals managers.

By **Chris Newbold**, Freelance Writer and Producer, UK, **Jennie Jordan**, Creative Industries, Leicester Castle Business School, De Montfort University, UK, **Paul Kelly**, Festival Producer and Fundraiser, and **Kristy Diaz**, Freelance Writer, and Communications Professional, UK.



January 2019 • 304 pages

HBK: 978-1-911396-82-6

UK £85 EURO €105 US \$125

PBK: 978-1-911396-83-3

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-84-0

UK £41.99 EURO €45 US \$55

Focus on World Festivals

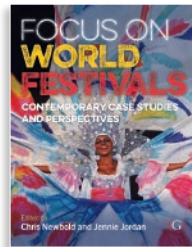
Contemporary case studies and perspectives

A multi-dimensional overview of festival activity from around the world based on over 30 case studies drawn from every continent.

The key themes that the book examines are:

- ➔ The nature of festivals ➔ The economic, social, place-making and political impacts;
- ➔ The relationship between festivals and tourism; ➔ Responding to differing social, political and market contexts;

Edited by **Chris Newbold**, Freelance Writer and Producer, UK, **Jennie Jordan**, Creative Industries, Leicester Castle Business School, De Montfort University, UK.



January 2015 • 302 pages

HBK: 978-1-910158-55-5

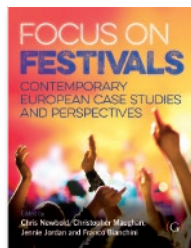
UK £85 EURO €105 US \$125

PBK: 978-1-910158-56-2

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-57-9

UK £41.99 EURO €45 US \$55



Focus on Festivals

Contemporary European case studies and perspectives

Based on the groundbreaking work of the European Festival Research Project (EFRP). It examines the management, politics and impacts of festivals, as well as key trends and recommendations for the future.

Edited by **Chris Newbold**, Freelance Writer and Producer, UK, **Christopher Maughan**, freelance writer and researcher, UK, **Jennie Jordan**, Creative Industries, Leicester Castle Business School, De Montfort University, UK and **Franco Bianchini**, School of Cultural Studies and Humanities, Leeds Beckett University, UK.



January 2015 • 302 pages

HBK: 978-1-910158-15-9

UK £85 EURO €105 US \$125

PBK: 978-1-910158-16-6

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-17-3

UK £41.99 EURO €45 US \$55

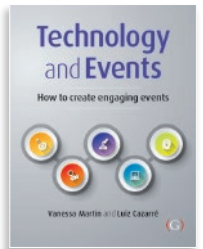


Technology and Events

How to create engaging events

- ➔ Studies the evolution of the use of technology and identifies future trends;
- ➔ Examines successful applications and uses of technology, looking at social media, apps and online tools;
- ➔ Contains international case studies, testimonials from industry experts and infographics to illustrate and highlight key points.'

Vanessa Martin, Visiting Professor at SEBRAE, Brazil and **Luiz Cazarre**, Marketing consultant and MD of Cazarre Mktcom, Brazil.



September 2016 • 256 pages

HBK: 978-1-910158-19-7

UK £85 EURO €105 US \$125

PBK: 978-1-910158-25-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-26-5

UK £41.99 EURO €45 US \$55



Strategic Event Creation

KEY TEXT

Moves away from simply 'making events work' and managing inputs, to show a sector that now needs to be: outcome obsessed, stakeholder centric, strategically focused and driven by strategically aware reflective professionals.

- ➔ Delivers a clear overview of the key principles;
- ➔ Focuses on outcomes to assess inputs/processes/decisions/budgets;
- ➔ Delivers clear learning summaries and key questions for reflection.

Liz Sharples, Sheffield Hallam University, UK,
Phil Crowther, Sheffield Hallam University, UK,
Daryl May, Sheffield Hallam University, UK, **Chiara Orefice**, University of Westminster, UK.



September 2014 • 256 pages

HBK: 978-1-910158-06-7

UK £85 EURO €105 US \$125

PBK: 978-1-910158-07-4

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-08-1

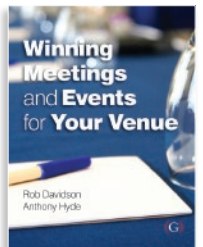
UK £41.99 EURO €45 US \$55

Winning Meetings and Events for your Venue

An easy-to-read manual setting out the most useful and relevant techniques from traditional face-to-face selling, negotiating skills and using social media, to site inspections and exhibiting at trade shows.

Rob Davidson, Managing Director at MICE Knowledge.

Anthony Hyde, specialist in venue management, sales and operations. Formerly General Manager of the Business Events division, Barbican, London.



January 2014 • 214 pages

HBK: 978-1-908999-88-7

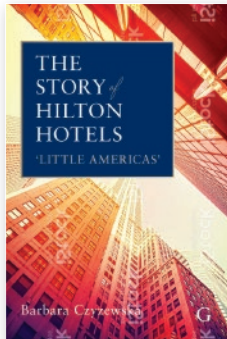
UK £85 EURO €105 US \$125

PBK: 978-1-908999-86-3

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-87-0

UK £41.99 EURO €45 US \$55



The Story of Hilton Hotels: 'Little Americas'

"...captures both the extraordinary spirit and vision of Conrad Hilton...
[The author] describes with great insight and detailed understanding, the foundation of our success..."

Rachid 'Ben' Bengougam, Senior Vice President HREMEA, Hilton

"a colourful insight into the development of this fast growing global industry...
[an] informative and a most enjoyable read."

Michael Shepherd, General Manager, London Hilton on Park Lane

An informative historical analysis of the development of the company, as well as an engaging narrative about Conrad Hilton himself, illustrating how he fulfilled the typical American dream of rising from rags to riches and constructing a multinational hotel empire.

Using original data and the first hand academic research, this iconic hotel brand is used as a lens through which to analyse some of the key theoretical concepts and practices that are used in the industry today.

A vital resource for all students (both postgraduate and undergraduate) on hospitality, marketing, business history and business management courses.

Barbara Czyżewska PhD., Head of Luxury Marketing and Brand Management at Glion Institute of Higher Education, Switzerland.



December 2019 • 256 pages

HBK: 978-1-911396-79-6

UK £85 EURO €105 US \$125

PBK: 978-1-911396-80-2

UK £34.99 EURO €55 US \$55

EBOOK: 978-1-911396-81-9

UK £41.99 EURO €36 US \$55

Service Management Principles

Guides managers to a new perspective that sees hospitality and tourism as essential service businesses requiring a holistic cross-functional approach to meet customers' needs within the context of personal relationships and experience. Explores how service organizations can capitalize on, or are impacted by, ongoing technological and social changes such as the sharing economy, social media, mobile and wearable technologies, online communities and more.

- Thorough pedagogic structures and features;
- Surveys many topics covering operations, marketing, and human resources;
- Provides a sound set of principles of service management.

Jay Kandampully Ph.D., Professor of Service Management and Hospitality, Ohio State University, USA and **David Solnet, Ph.D.**, Associate Professor of Service Management and Hospitality, University of Queensland Business School, Brisbane, Australia.



September 2019 • 324 pages • ONLY AVAILABLE FOR SALE IN UK AND EUROPE

PBK: 978-1-911635-16-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-17-8

UK £41.99 EURO €45 US \$55

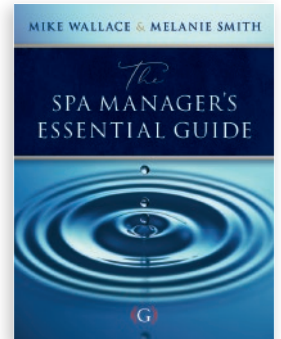
The Spa Manager's Essential Guide

Essential information on how to run a wellness, beauty or thermal spa operation successfully. It focuses on key areas that industry leaders have identified as critical. It provides:

- Practical information on using management tools and systems needed for spa operations;
- Personal skills and knowledge required for building a successful spa team;
- Accurate information on the full range of health spa and wellbeing products and services and how they interrelate;
- Covers not just beauty and wellness spa operations, but also large medical rehabilitation (European hot spring) spas.

An essential core text for all undergraduate students on spa management degrees or related modules.

Mike Wallace, Medical Spa & Wellness Expert, Consultant, Speaker, Lecturer and Medical Tourism Expert for the Hungarian Tourist Agency and **Melanie Smith**, Associate Professor at Budapest Metropolitan University and a Researcher at the Hungarian Academy of Sciences Institute for Sociology.



May 2020 • 256 pages

HBK: 978-1-911635-19-2

UK £85 EURO €105 US \$125

PBK: 978-1-911635-20-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-2-15

UK £41.99 EURO €45 US \$55



International Spa Management Principles and practice

- The first text to provide a thorough insight into the world of spa management – an international growth phenomenon;
- Written by a team of industry and academic experts from a leading intuition in the field of spa management education;
- Looks at all aspects of spa management from HR and training, to marketing and finance.

International Spa Management provides a sound and thorough guide for all future spa managers looking at all aspects on the successful running of a spa facility. Divided into four parts it discusses the following:

- The spa industry: types (mineral and thermal) and destinations
- The spa consumer: behaviour, service and spa design
- The business of spas: marketing, operations, finance and training
- Future directions: strategizing for the future

Edited by **Sarah Rawlinson**, Head of Department Hotel Resort and Spa Management, University of Derby, UK and **Tim Heap**, University Principal Lecturer, University of Derby, UK.



September 2016 • 256 pages

HBK: 978-1-910158-69-2

UK £85 EURO €105 US \$125

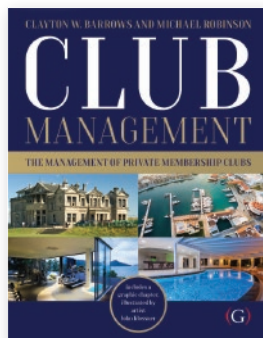
PBK: 978-1-910158-70-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-671-5

UK £41.99 EURO €45 US \$55

NEW



Club Management

The Management of Private Membership Clubs

Provides comprehensive coverage of three major types of clubs: country clubs, city clubs and yacht clubs, and others [e.g. racquet clubs, university clubs]. It tackles the for-profit and not-for-profit models and delves into the rich history of clubs, as well as the laws, traditions, and the peculiarities that surround them.

Key features:

- Uses international examples including UK, USA, India, Canada and others.
- Covers numerous functional areas, including the history of private clubs, governance, business models, and current trends.
- Includes real life evidence and examples, from current research, interviews with managers, and observations from the authors' first hand industry experiences.

➤ Includes a graphic chapter, illustrated by artist John Klossner.

Clayton Barrows, Professor of Hospitality Management, University of New Hampshire, USA.

Michael Robinson PhD, President of Robinson Hospitality Consulting, executive recruiters for private clubs, USA.



November 2018 • 256 pages

HBK: 978-1-911635-06-2

UK £85 EURO €105 US \$125

PBK: 978-1-911635-07-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-08-6

UK £41.99 EURO €45 US \$55

BESTSELLER

Customer Service for Hospitality and Tourism

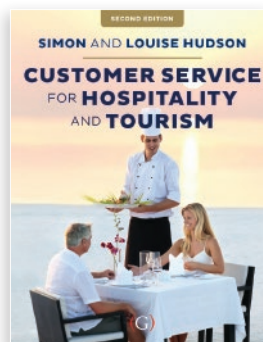
2nd edition

This key text explains not only the theory behind the importance of customer service, but shows how to put this theory into practice. Fully updated, it is full of references to all the latest academic and practitioner research. It covers topics such as the financial and behavioural consequences of customer service, consumer trends, managing service encounters, CRM, the servicescape, the impact of technology and much more. It has a full suite of pedagogic features and is packed with case studies and vignettes. Online resources for lecturers are available at www.goodfellowpublishers.com/custserv2.

Suitable for undergraduate levels 2/3, postgraduate and industry professionals.

Dr. Simon Hudson is an Endowed Chair in Tourism at the University of South Carolina, USA.

Louise Hudson is a freelance journalist living in South Carolina, USA (www.tourismgurus.com).



September 2017 • 352 pages

HBK: 978-911396-45-1

UK £85 EURO €105 US \$125

PBK: 978-1-911396-46-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-47-5

UK £41.99 EURO €45 US \$55

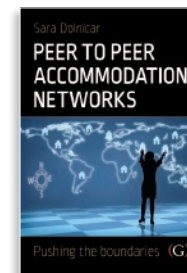
OPEN ACCESS

Peer to Peer Accommodation Networks *Pushing the boundaries*

The first book to provide an in-depth analysis of the business model of Airbnb. It discusses a wealth of issues including: success factors, types of guest and hosts, tourist motivations, pricing, discrimination, stimulation of entrepreneurship and consequences for employment in the hospitality sector.

This is an Open Access Publication available from www.goodfellowpublishers.com/peertopeer, OA libraries such as the Database of Open Access Books (DOAB), OAPEN Library and Google Books.

Sara Dolnicar PhD, Research Professor in Tourism, The University of Queensland's Business School, Australia.



September 2017 • 256 pages

HBK: 978-1-911396-541-2

UK £85 EURO €105 US \$125

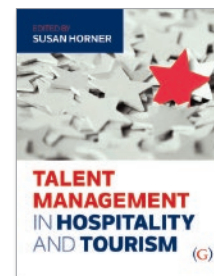
PBK: 978-1-911396-52-9

UK £34.99 EURO €45 US \$55

DOI: 10.23912/9781911396512-3454

EBOOK: 978-1-911396-53-6

OPEN ACCESS



Talent Management in Hospitality and Tourism

- Introduces and explains the concept of talent management and provides an overview of the research agenda that underpins the topic.
- key principles to maintaining a happy and talented workforce;
- Contributions from major experts who have multi-national experience of hospitality education;
- Real life case studies from major international companies as well as SMEs.

Edited by Susan Horner, Associate Professor in the School of Tourism and Hospitality, Plymouth University UK.



September 2016 • 256 pages

HBK: 978-1-910158-66-1

UK £85 EURO €105 US \$125

PBK: 978-1-910158-67-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-68-5

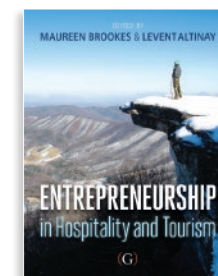
UK £41.99 EURO €45 US \$55

Entrepreneurship in Hospitality and Tourism

Fully informed by the latest research it incorporates:

- different country contexts;
- the social and cultural dimensions of entrepreneurship;
- case studies from a wide range of international Hospitality and Tourism sectors;
- industry perspectives and examples included.

Dr Maureen Brookes and Prof Levent Altinay, Oxford Brookes University, UK.



September 2015 • 256 pages

HBK: 978-1-910158-27-2

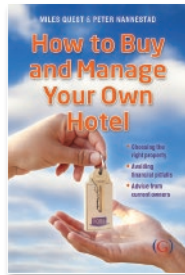
UK £85 EURO €105 US \$125

PBK: 978-1-910158-28-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-29-6

UK £41.99 EURO €45 US \$55



How to Buy and Manage Your Own Hotel

"Make sure you read this book before you take the next step"

Harry Murray, Chairman of Lucknam Park Hotel, Wiltshire

"...a must for all those looking to invest in a new and exciting future."

Simon Longworth, Managing Director, Regent Hotel, Doncaster

This user-friendly and essential toolkit takes the reader step by step from the time of their initial interest in buying a hotel to the day they take over – and beyond.

Miles Quest formerly Managing Director of Wordsmith & Company, and past editor of Caterer Magazine, UK. **Peter Nannestad** is Managing Director of Hospitality Business Improvement Management Consultancy, UK and hotel owner.

May 2014 • 356 pages

HBK: 978-1-910158-21-0

PBK: 978-1-910158-22-7

EBOOK: 978-1-910158-23-4

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

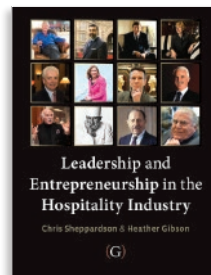
UK £41.99 EURO €45 US \$55

Leadership and Entrepreneurship in the Hospitality Industry

Based on over 100 in depth interviews with leading hospitality entrepreneurs in all sectors of the industry internationally, it focuses on the practical skills, attitudes, motivations and decisions of proven entrepreneurs.

Chris Sheppardson, Founder of the Chess Executive Group of Companies.

Heather Gibson, Editor of EP Business in Hospitality magazine.



May 2011 • 296 pages

HBK: 978-1-906884-48-2

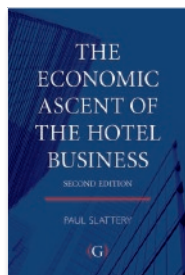
PBK: 978-1-906884-49-9

EBOOK: 978-1-906884-76-5

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55



The Economic Ascent of the Hotel Business 2/e

"For someone as devoted to the business as me, it is fascinating."

Sir David Michels, formerly Chief Executive, The Hilton Group

"This will be a classic." Michael Olsen, Professor Emeritus, Virginia Tech, USA.

The Economic Ascent of the Hotel Business is about the hotel business and the economic contexts in which it has evolved. Essential reading for hotel executives, their advisors and investors, and a vital resource for those studying the hospitality industry.

Paul Slattery, Director of Otus & Co Ltd. London, UK.

March 2012 • 280 pages

HBK: 978-1-906884-66-6

PBK: 978-1-906884-67-3

EBOOK: 978-1-906884-68-0

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

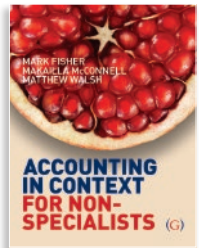
UK £41.99 EURO €45 US \$55

NEW

Accounting in Context for Non-Specialists

- Authored by teaching practitioners who use their own professional experience to ensure the content of the book is both engaging and relevant.
- Enables readers to become informed engagers with accounting information.
- Focuses on concepts and techniques explaining them in a clearly with minimum jargon.

Mark Fisher, Senior Teaching Fellow, **Makailla McConnell**, Teaching Fellow and **Matthew Walsh**, Teaching Fellow and Course Director all at University of Sussex, UK.



September 2020 • 256 pages

PBK: 978-1-911635-68-0

EBOOK: 978-1-911635-69-7

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55

NEW



Management Accounting for the Hospitality, Tourism & Leisure Industries

A strategic approach 3rd edition

This third edition is fully revised and updated to include:

- The growth of management contracts, franchising and leasing strategies for growth;
- Funding options including crowdfunding, and current trends and practice;
- Case examples and scenarios based on the author's experience in training;

Debra Adams, Owner of arena4finance and Course Director of the HOSPA Professional Development Programmes in Financial Management and Revenue Management.



September 2020 • 256 pages

HBK: 978-1-911396-70-3

PBK: 978-1-911396-71-0

EBOOK: 978-1-911396-72-7

UK £85 EURO €105 US \$125

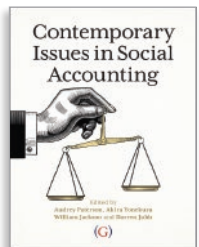
UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55

Contemporary Issues in Social Accounting

Introduces and explains the key ideas: ➤ What is social accounting and its importance; ➤ Social accounting and social responsibility in the private, public and third sectors; ➤ Determining socially responsible investments, the role of tax and maintaining professional integrity.

Audrey Paterson, Associate Professor at Heriot-Watt University, UK; **William (Bill) Jackson**, Associate Professor at Heriot-Watt University, UK; **Akira Yonekura**, Assistant Professor, Heriot-Watt University, UK.



December 2017 • 256 pages

HBK: 978-1-911396-54-3

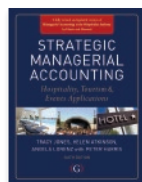
PBK: 978-1-911396-55-0

EBOOK: 978-1-911396-56-7

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55



Strategic Managerial Accounting

Hospitality, Tourism & Events Applications 6th edition.

- A complete revision of the well known Harris and Hazzard text with new chapters on: Events and Functions, Sustainability & EMA, and NPOs.

Tracy Jones, University of Gloucestershire, UK. Helen Atkinson, University of Brighton, UK. Angela Lorenz, Aston University, UK.



September 2012 • 306 pages

HBK: 978-1-908999-00-9

UK £85 EURO €105 US \$125

PBK: 978-1-908999-01-6

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-02-3

UK £41.99 EURO €45 US \$55



Essential Financial Techniques for Hospitality Managers

A user friendly and hands-on introduction with extensive new material on managing revenue and the use of spreadsheets.

Cathy Burgess, Senior Lecturer in Accounting, Oxford School of Hospitality Management, Oxford Brookes University, UK.



June 2014 • 256 pages

PBK: 978-1-908999-97-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-98-6

UK £41.99 EURO €45 US \$55



Revenue Management for Hospitality & Tourism

Balances the theory with the best overview possible of real world practice using range of sectors including hospitality, car rental, airlines, tour operators, restaurants and advertising to give unrivalled industry perspective.

Edited by Patrick Legohérel, University of Angers, France, Alan Fyall, UCF, USA and Elisabeth Poutier, ESSCA, France.



May 2013 • 256 pages

HBK: 978-1-908999-48-1

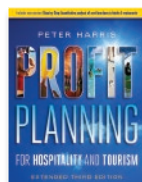
UK £85 EURO €105 US \$125

PBK: 978-1-908999-49-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-50-4

UK £41.99 EURO €45 US \$55



Profit Planning EXTENDED EDITION

A complete guide to using key managerial accounting techniques for planning, controlling and improving profitability at the business property level - the "cutting-edge" of routine decision making.

Peter Harris is Professor Emeritus, Oxford Brookes University, UK.



March 2013 • 240 pages

HBK: 978-1-908999-61-0

UK £85 EURO €105 US \$125

PBK: 978-1-908999-60-3

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-62-7

UK £41.99 EURO €45 US \$55

Food and Beverage Management 5th edition

The new fifth edition of this key text has been updated and revised to take account of current trends such as the experience economy, CSR, connectivity and smart controls, and allergen and data protection laws.

Key features include:

- Content incorporates the application of operations management theory to food and beverage operations;
- Specially designed to support learning being divided into ten chapters, ideal for semester teaching, together with supporting PowerPoint presentations available for downloads from <https://www.goodfellowpublishers.com/fnb5>;
- Provides a sounds basis on which to extend to higher levels studies;
- Written by an experienced team of authors who are recognised authorities in food and beverage operations and culinary arts.

John Cousins, Director of The Food and Beverage Training Company, London, UK. David Foskett, consultant with David Foskett Associates, and Emeritus Professor of Hospitality Studies, UWL, UK. David Graham, Principal Lecturer in hospitality management, Department of Service Sector Management, Sheffield Hallam University, UK. Amy Hollier, Director of Teaching and Learning Enhancement, University College Birmingham, UK.



May 2019 • 365 pages

HBK: 978-1-911635-09-3

UK £85 EURO €105 US \$125

PBK: 978-1-911635-10-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-11-6

UK £41.99 EURO €45 US \$55



Contemporary Issues in Food Supply Chain Management

This vital new text offers a holistic view of the factors affecting the different tiers of sustainability, public health, poverty, security and production within the food supply chain.

Divided into three parts it tackles issues in the following areas:

- The supply chain – problems and dilemmas
- Food security and sustainability;
- Case studies and new areas of research

It highlights the interconnectivity and tensions in the delivery of food security and economic, social and environmental sustainability in the provision of safe and nutritious diets.

Edited by Jane Eastham PhD, Senior Lecturer, Harper Adams University, UK. Luis Kluwe Aguiar, Harper Adams University, UK. Simon Thelwell, Harper Adams University, UK.



May 2017 • 248 pages

HBK: 978-1-911396-09-3

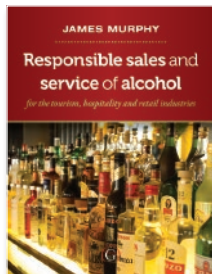
UK £85 EURO €105 US \$125

PBK: 978-1-911396-10-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-11-6

UK £41.99 EURO €45 US \$55



Responsible Sales, Service and Marketing of Alcohol

This text explains the complexities of alcohol and its sale and supply, and examines the wide range of inter-related associated topics connected to the wider tourism, hospitality and retail industries.

James Murphy, Lecturer in Bar Management, Dublin Institute of Technology, School of Culinary Arts and Food Technology, Ireland.



January 2015 • 288 pages

HBK: 978-1-910158-18-0

UK £45 EURO €64 US \$67.50

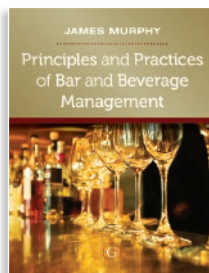
EBOOK: 978-1-910158-20-3

UK £54 EURO €52.50 US \$55

Principles and Practices of Bar and Beverage Management

- ➔ A complete guide to every aspect of bar management from customer care, marketing, beverages and beverage management, the economic context and bar technology to key issues of health and safety;
- ➔ A clear logical progression through all the key topics plus the technical skills, practices and latest developments in the bar and beverage sector;

James Murphy, Lecturer in Bar Management, Dublin Institute of Technology, School of Culinary Arts and Food Technology, Ireland.



May 2013 • 256 pages

HBK: 978-1-908999-36-8

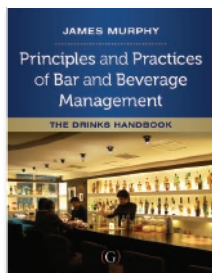
UK £85 EURO €105 US \$125

PBK: 978-1-908999-37-5

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-38-2

UK £41.99 EURO €45 US \$55



Principles and Practices of Bar and Beverage Management: The Drinks Handbook

An authoritative resource and comprehensive training guide, essential for all students, bartenders, sommeliers, mixologists, waiters and food and beverage practitioners the world over. It provides an in-depth knowledge of the products, plus the technical skills, practices and latest developments in the bar and beverage area.

James Murphy, Lecturer in Bar Management at Dublin Institute of Technology, Ireland.



May 2013 • 300 pages

HBK: 978-1-908999-58-0

UK £55 EURO €64 US \$67.50

EBOOK: 978-1-908999-59-7

UK £66 EURO €45 US \$55

Foodies and Food Tourism

Food tourism has huge impacts in the hospitality, destination management and tourism development sectors. Includes:

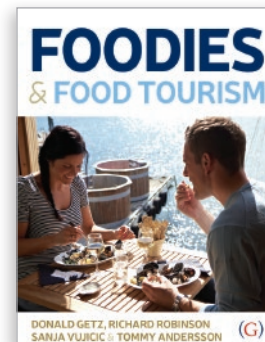
- ➔ Understanding the food tourist and their perspective;
- ➔ Taking a demand-side approach to planning developing and marketing;
- ➔ Using case studies, profiles and direct practitioner insights to illustrate every aspect of the field.

Donald Getz PhD, Professor Emeritus, the University of Calgary, Canada

Richard Robinson Lecturer, School of Tourism, The University of Queensland, Australia.

Sanja Vujicic Principal of Experience Consulting, Gothenburg, Sweden.

Tommy Andersson Professor, School of Business, Economics and Law at the University of Gothenburg, Sweden.



September 2014 • 356 pages

HBK: 978-1-908999-99-3

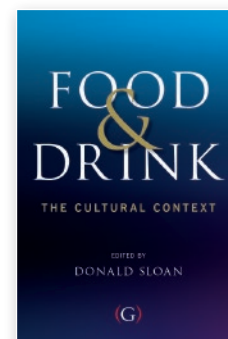
UK £85 EURO €105 US \$125

PBK: 978-1-910158-00-5

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-01-2

UK £41.99 EURO €45 US \$55



Food and Drink: the cultural context

Provides a comprehensive and academically rigorous introduction to a range of key themes in the field of food, drink and culture.

It contains a wealth of high quality contributions including:

- ➔ The Commodification Of Taste by George Ritzer & Anya Galli, University of Maryland, USA;
- ➔ Food & Drink Ethics by Rebecca Hawkins, Oxford Brookes University, UK;
- ➔ Artistic representations of food and drink: opera by Fred Plotkin, opera and food writer, USA;

Essential reading for post graduates, academics, professionals and all those interested in gastronomy, food and cultural studies, wine business management, hospitality management and all related areas of study.

Edited by **Donald Sloan**, Chair of Oxford Gastronomia, Oxford School of Hospitality Management at Oxford Brookes University, UK.



September 2013 • 256 pages

HBK: 978-1-908999-03-0

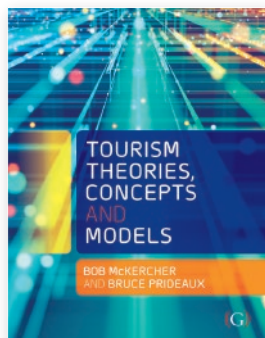
UK £85 EURO €105 US \$125

PBK: 978-1-908999-04-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-05-4

UK £41.99 EURO €45 US \$55



Tourism Theories, Concepts and Models

- Explains why we think about tourism the way we do;
- Explores key theories, concepts and models that explain how tourism works;
- Is a comprehensive and cohesive text that develops a series of key ideas that deepens understanding and encourages critical thinking.

Divided into six parts, it explains the important key theories, models and concepts, placing them in the context of current issues such as climate change, overtourism, crisis management and political change. Additional resources include web links, online videos (from Tourism Academy Fellows) and teaching reference materials.

A must-have text for post graduate tourism and hospitality studies, as well as a key resource text for those teaching and studying tourism subjects at the later stages of undergraduate degrees.

Bob McKercher is a Professor of Tourism in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. **Bruce Prideaux** is Professor and Director of the Centre for Tourism and Regional Opportunities at Central Queensland University, Australia.



November 2020 • 256 pages

HBK: 978-1-911635-35-2

UK £85 EURO €105 US \$125

PBK: 978-1-911635-36-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-37-6

UK £41.99 EURO €45 US \$55

International Tourism Futures

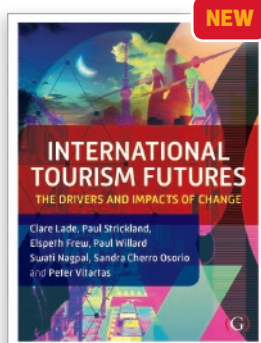
The drivers and impacts of change

A multi-disciplinary text which examines demographic, political, economic and technological changes, reflecting on their future impacts for industry.

- Discusses contemporary concepts, generating ideas and future trends.
- Covers a range of inter-related trends including Drivers for Change; Health and Wellness Tourism; Sustainable Development; Future Proofing; Building Future Scenarios;
- Uses a considered pedagogic structure, with international case studies;

This research textbook is perfect for courses that focus on the future direction of the tourism, hospitality and events industries.

By **Clare Lade**; **Paul Strickland**; **Elspeth Frew PhD**; **Paul Willard PhD**; **Swati Nagpal PhD**, all La Trobe Business School, La Trobe University, Australia; **Sandra Cherro Osorio PhD**, School of Business, Innovation and Entrepreneurship, Melbourne Polytechnic, Australia; **Peter Vitartas PhD**, La Trobe Business School, La Trobe University, Australia.



NEW



September 2020 • 256 pages

HBK: 978-1-911635-22-2

UK £85 EURO €105 US \$125

PBK: 978-1-911635-23-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-24-6

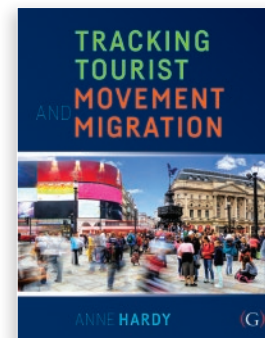
UK £41.99 EURO €45 US \$55

Tracking Tourists Movement and Migration

The first text to address tourist movement in from a methodological angle in the post-digital era. It assesses the how and why of recording movement and migration in the past, present and future.

- Serves as the definitive guide for understanding the methods involved in understanding tourist movements and tourist migration patterns'
- Uses international case studies from around the world, both current and historical to explore the range of options that exist.
- Gives a special focus to new technologies (eg big data, hashtag scraping, Wi-Fi tracking, GPS tracking) that facilitate our understanding of movement.
- Tackles issues such as ethical dilemmas and future trends and technology needs.

Anne Hardy PhD, Senior Lecturer and Director of TRENd [Tourism Research & Education Network], Tasmanian School of Business and Economics, University of Tasmania, Tasmania.



May 2020 • 256 pages

HBK: 978-1-911635-38-3

UK £85 EURO €105 US \$125

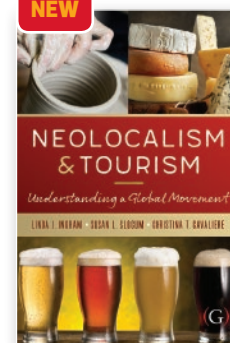
PBK: 978-1-911635-39-0

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-40-6

UK £41.99 EURO €45 US \$55

NEW



Neolocalism and Tourism

Understanding a Global Movement

The first comprehensive analysis of neolocalism in the tourism context. Discusses the latest developments, trends, and research, as well as exploring new areas for consideration. Synergies between neolocalism and tourism can contribute to a greater understanding of the complexities of sustainability through increases in community involvement and local sourcing. This edited collection:

- Outlines the theory of neolocalism and its relationship to tourism;
- Explores the stand-alone concept of "neolocal" as a rising phenomenon in sustainable tourism development and tourism product development studies;

- Highlights the versatility and innovating applications of neolocalism within the wider tourism debate;
- Contains international contributions and examples (both applied and conceptual) from global experts.

Edited by **Linda J. Ingram PhD**, Adjunct Professor, School of Sport, Recreation, and Tourism, **George Mason University, USA**; **Susan L. Slocum PhD**, Associate Professor, Tourism and Event Management, **George Mason University, USA**; **Christina T. Cavaliere PhD**, Assistant Professor in the School of Business, **Stockton University, USA**.



April 2020 • 256 pages

HBK: 978-1-911635-60-4

UK £85 EURO €105 US \$125

EBOOK: 978-1-911635-61-1

UK £41.99 EURO €45 US \$55

ADVANCES IN TOURISM MARKETING

The **Advances in Tourism Marketing** series provides cutting-edge research-informed edited books that introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each volume brings together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas.

Series editors:

Alan Fyall, UCF, USA, **Metin Kozak**, Dokuz Eylul University, Turkey and **Antónia Correia**, Universidade do Algarve and Universidade Europeia, Portugal.

Tourism's New Markets *Drivers, details and directions*

Tourism is facing new challenges. The number of tourists in the world is increasing, new segments are emerging and their flows are shifting. With contributions from international experts in the field, it provides a research-led perspective to:

- ➔ Explore and understand emerging markets (eg Asia, Middle East, China and India) and segments (eg seniors, millennials, pleasure tourists, singleton tourists, luxury markets)
- ➔ Identify the most effective marketing strategies to build emerging markets and segments
- ➔ Create a body of knowledge that shapes the boundaries of marketing to reach an orientated and market perspective

A must have volume for higher level undergraduates, graduate students and practitioners in the fields of tourism, it is contextualised throughout with international case studies and examples to provide a real-world perspective.

Edited by **Philip Pearce**, Foundation Professor of Tourism, Distinguished Professor, James Cook University, Australia, and **Antónia Correia**, Ph.D., Professor of Tourist Behaviour and Tourism Economics, University of Algarve and Dean, Faculty of Tourism and Hospitality, Universidade Europeia, Portugal.



NEW



September 2020 • 256 pages

HBK: 978-1-911635-62-8

UK £85 EURO €105 US \$125

PBK: 978-1-911635-63-5

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-64-2

UK £41.99 EURO €45 US \$55

NEW

Experiential Consumption and Marketing in Tourism within a Cross-Cultural Context

Culture is often the reason for travel, and both bargain and barrier in its consumption. This edited volume examines the role and place of culture in tourism and how it is manifested in marketing theory, policy and practice.

With contributions from experts, it includes international case examples of the opportunities, best practices and mistakes of those tourism businesses which have culture as their core experience and looks at the roles of tourists, locals and communities, events and business practices in facilitating and sharing culture via different marketing methods and channels.

Part of the **Advances in Tourism Marketing** series - a series of cutting-edge research-informed edited books that introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism.

Edited by **Antónia Correia**, Universidade do Algarve, Portugal, **Alan Fyall**, UCF, USA and **Metin Kozak**, Dokuz Eylul University, Turkey.



NEW

December 2019 • 192 pages

HBK: 978-1-911396-97-0

UK £85 EURO €105 US \$125

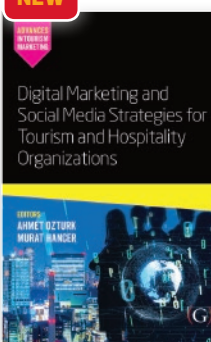
PBK: 978-1-911396-98-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-99-4

UK £41.99 EURO €45 US \$55

NEW



Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations

- ➔ Explores the most effective digital marketing strategies and campaigns
- ➔ Investigates the current status of digital marketing and social media utilization by both travellers and service providers
- ➔ Provides a view to the future of future digital marketing and social media research trends

Digital marketing and online social media platforms have become the cornerstones to the success of places and accommodation. This edited volume investigates the current status of digital marketing and social media utilization by both travellers and service providers and explores future digital marketing and social media research trends.

Edited by **Ahmet Ozturk**, Ph.D., Assistant Professor, Rosen College of Hospitality Management, University of Central Florida, USA and **Murat Hancer**, Ph.D., Professor, Rosen College of Hospitality Management, University of Central Florida, USA.



September 2020 • 256 pages

HBK: 978-1-911635-47-5

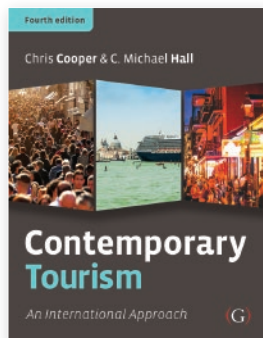
UK £85 EURO €105 US \$125

PBK: 978-1-911635-48-2

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-49-9

UK £41.99 EURO €45 US \$55



Contemporary Tourism *An international approach 4th edition*


A fully developed text, that presents a new and refreshing approach to the study of tourism.

New to this edition:

- Coverage of the latest issues such as overtourism, waste management and environmental change and the impact of AI/robotics;
- Thorough learning structure including chapter objectives, examples, discussion points, self-review questions, checklists and case studies;
- Packed with international case studies that are both thematic and destination-based and always international;

➤ Substantial support for both students and teachers, both within the text itself and via web-based student and instructor resources.

By **Chris Cooper**, Professor in the School of Events, Tourism and Hospitality at Leeds Beckett University, UK and **C. Michael Hall**, Professor of Marketing at the University of Canterbury in New Zealand; Docent, University of Oulu, Finland and Visiting Professor at Linnaeus University, Kalmar, Sweden.

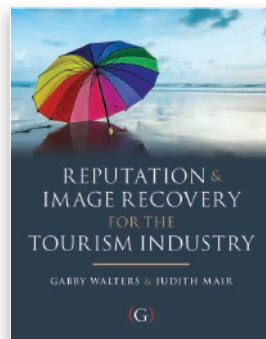
 **December 2018 • 430 pages**
 HBK: 978-1-911396-7-65 PBK: 978-1-911396-7-72 EBOOK: 978-1-911396-7-89
 UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55


Reputation and Image Recovery for the Tourism Industry

Uses real life cases studies to contextualise theories on tourism, marketing and communication, and unpacks examples of best practice to illustrate how carefully managed response strategies can ensure the organisation's future survival. This edited book is divided into three sections that cover:

- **Natural Disasters:** including cyclones/hurricanes; flooding; earthquakes, volcanos and tsunamis; bush/forest fires and other severe natural events.
- **Man Made Crises and Organisational Crises:** how to restore reputation following random acts of crime or terror; destination image during political turmoil and overcoming long term image issues.
- **Organisational Crises in the Tourism and Hospitality Industry:** focussing on airlines, hotels and theme parks, best practice public relations strategies and the role of social media in organisational reputation recovery.

Edited by **Gabrielle Walters, PhD.**, Senior Lecturer and **Judith Mair, PhD.**, Associate Professor, from the UQ Business School, University of Queensland, Australia.

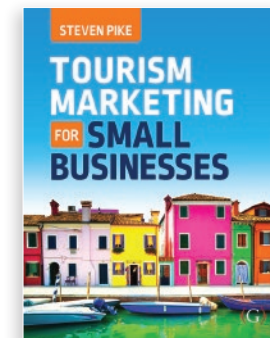


 **March 2019 • 256 pages**
 HBK: 978-1-911396-6-73 PBK: 978-1-911396-6-80 EBOOK: 978-1-911396-6-97
 UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55

Tourism Marketing for Small Businesses

- The first text to focus on this significant sector of the tourism business;
- Reflects critical insights on the relationship between marketing principles and the practical challenges of real world implementation in tourism and travel;
- Links academic theory with real world best practice;
- Thirteen chapter structure to suit semester teaching with fully developed pedagogic features;
- Additional resources for lecturers in the form of PowerPoint slides, links to additional resources and YouTube clips.

Steven Pike is Associate Professor at Queensland University of Technology, Australia.



 **May 2018 • 256 pages**
 HBK: 978-1-911396-34-5 PBK: 978-1-911396-35-2 EBOOK: 978-1-911396-36-9
 UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55




The Meaning of Luxury in Hospitality, Events and Tourism

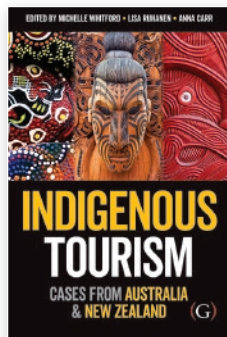
Examines the concept of luxury and its meaning across tourism, events and hospitality globally. Packed with case studies, it is a challenging and innovative text that investigates how the idea of luxury is changing in response to a variety of factors, such as social change, technological innovation and the challenge of sustainability. It also discusses the meaning and concept of luxury service today and the difference between authenticity and values versus ostentatious display and materialism.

- The impact of technology on luxury hotels: the impact of Airbnb, pop-up hotels, fashion hotels and the luxury hotel brands such as Banyan.
- Events: Upselling at festivals including meet-and-greet opportunities; luxury weddings; corporate hospitality at major sporting events

A must have reading for all those studying in hospitality, events and tourism, as well as researchers and practitioners wishing to keep abreast of the latest developments in this influential and growing market segment.

John Swarbrooke is Professor and Associate Dean-International, Plymouth Global, Plymouth University, UK.

 **November 2017 • 256 pages**
 HBK: 978-1-911396-06-2 PBK: 978-1-911396-07-9 EBOOK: 978-1-911396-08-6
 UK £85 EURO €105 US \$125 UK £34.99 EURO €45 US \$55 UK £41.99 EURO €45 US \$55



Indigenous Tourism

Cases from Australia & New Zealand

A collection of unique case studies focusing on issues pertaining to indigenous tourism planning and development. Issues covered include:

- ➔ Strategies for sustainable development;
- ➔ Diversifying economies through Indigenous tourism;
- ➔ Preparing for tourism and developing capacity;
- ➔ Successful Indigenous tourism entrepreneurship.

With contributions from experts in the field it is the first edited volume to specifically highlight the culture, traditions, and knowledge of the First Peoples of Australia and New Zealand.

Edited by **Michelle Whitford**, Department of Tourism Sport and Hotel Management, Griffith University, Australia. **Lisa Ruhanen**, UQ Business School, The University of Queensland, Australia. **Anna Carr**, Department of Tourism, University of Otago, New Zealand.



July 2017 • 256 pages

HBK: 978-1-911396-40-6

UK £85 EURO €105 US \$125

PBK: 978-1-911635-28-4

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-41-3

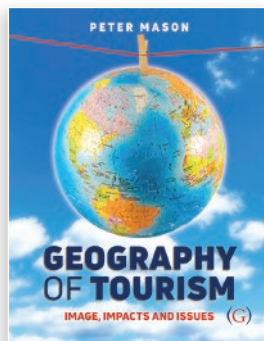
UK £41.99 EURO €45 US \$55

Geography of Tourism

Image, Impacts and Issues

- ➔ A stimulating introduction to major geographical concepts in tourism at undergraduate level.
- ➔ Combines factual material with more critical analysis of topical tourism/ geography issues.
- ➔ Global coverage, reinforcing the importance of a geographical perspective to the understanding of tourism.
- ➔ Includes case studies from the UK, continental Europe, North America, Australia, New Zealand, the Arctic, Antarctica and selected developing countries/regions: India, China, Indonesia, Nepal and Southern Africa.
- ➔ Discusses and critically analyses major global issues relevant to tourism - climate change, global development, protected environments and sustainability.

Peter Mason is Visiting Professor of Tourism, London South Bank University, visiting professor at the Ecole Supérieure Hotellerie, Paris, and a fractional position as Senior Lecturer, London Metropolitan University, UK.



November 2017 • 256 pages

HBK: 978-1-911396-42-0

UK £85 EURO €105 US \$125

PBK: 978-1-911396-43-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-44-4

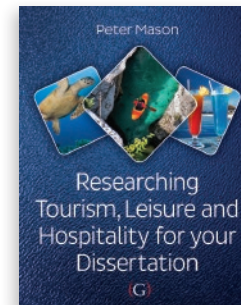
UK £41.99 EURO €45 US \$55

Researching Tourism, Leisure and Hospitality for your Dissertation

This unique text that takes away the stress, worry and confusion by providing a step-by-step, user friendly guide to all you need to know to successfully research and compile your dissertation. It includes:

- ➔ Selecting the appropriate approach(es) for your dissertation, including an evaluation of mixed methods research;
- ➔ Developing your research topic - including the ethics statement;
- ➔ Lit reviews, methodology, presenting and analysing results and successfully making conclusions;
- ➔ Case studies based on the author's own research to demonstrate different research approaches and techniques, and 'learning from mistakes.'

Peter Mason, Professor of Tourism Management, Bedfordshire University, UK. Visiting Professor of Tourism, London South Bank University, UK, fractional position as Lecturer, London Metropolitan University, UK



May 2014 • 356 pages

HBK: 978-1-908999-90-0

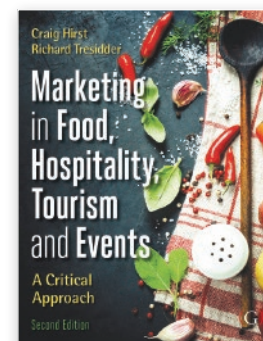
UK £85 EURO €105 US \$125

PBK: 978-1-908999-91-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-92-4

UK £41.99 EURO €45 US \$55



Marketing in Tourism, Hospitality, Events and Food

A critical approach 2nd edition

- ➔ Includes a new chapter on Digital and E-Marketing;
- ➔ Updated cases to highlight and contextualise theory;
- ➔ Looks at the specific nature of marketing within these industries using international examples and theories to evaluate the language, ethics, behaviour and power relations involved.
- ➔ Fully supported with a route map to give the reader through the book with online resources for lecturers.

Targeted at second and third year undergraduate students and master's level post-graduate, it takes the reader through a logical and critical

examination of key marketing debates, theories and approaches and encourages readers to explore their own thoughts, ideas and opinions.

Richard Tresidder Phd, Senior Lecturer in Hospitality Marketing at Sheffield Hallam University, UK.

Craig Hirst Phd, Senior Lecturer in Food Marketing, Sheffield Business School, Sheffield Hallam University, UK.



November 2016 • 302 pages

HBK: 978-1-910158-30-2

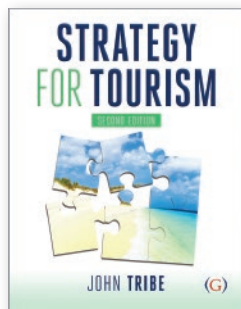
UK £85 EURO €105 US \$125

PBK: 978-1-910158-31-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-32-6

UK £41.99 EURO €45 US \$55



Strategy for Tourism 2nd edition

"...this book should be read, regardless of whether one is a lecturer looking for course text or a tourism professional looking for successful business strategies."
International Journal of Contemporary Hospitality Management, Vol. 24 Iss: 2, pp.352 - 353

This bestselling text uses an international focus and a variety of contexts to explain strategic management, analysis and implementation specifically in the tourism industry. Using global case studies, it provides a complete overview of all the factors required when establishing a strategic plan, covering:

- ➔ analysis of external factors, including competition, economics and politics;
- ➔ choice and evaluation of the strategic plan;

- ➔ implementation, managing and monitoring the plan.

Written in a clear, organized and student-friendly style, each chapter features learning objectives, summaries of key journal articles, short illustrative materials, extended case studies, review questions, class activities, chapter summaries and links to relevant websites, plus free access to PowerPoint slides.

John Tribe, Professor of Tourism, Surrey University, UK and Editor in Chief of Annals of Tourism Research.



January 2016 • 256 pages

HBK: 978-1-910158-61-6

UK £85 EURO €105 US \$125

PBK: 978-1-910158-62-3

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-63-0

UK £41.99 EURO €45 US \$55

Contemporary Tourism Reviews Volume 1

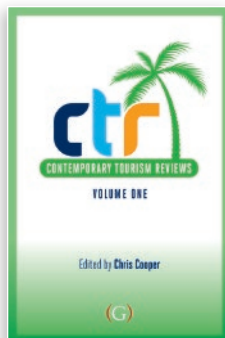
- ➔ State-of-the-art reviews of sub fields of tourism - must-have information by experts in their field;
- ➔ Each review is a multi-dimensional 'one-stop shop' of information, saving valuable research time.

Contemporary Tourism Reviews contains 10 reviews, providing critical, state-of-the-art and authoritative coverage of the sub-fields and related topics of tourism, written by leading thinkers and academics in the field. Sub-topics covered include: Economics (Dwyer), Area Life Cycle (Butler), Technology (Buhais), Events (Whitford), Policy (Scott) and many more.

Each review is available for individual download from

www.goodfellowpublishers.com/ctr and includes links to original sources of information, sites, journals and books with a complete glossary of terms, saving the reader valuable research time.

Chris Cooper, Professor of Tourism, School of Events, Tourism and Hospitality, Leeds Beckett University, UK.



November 2014 • 302 pages

HBK: 978-1-910158-05-0

UK £85 EURO €105 US \$125

EBOOK: 978-1-910158-04-3

UK £41.99 EURO €45 US \$55

Winter Sport Tourism Working in Winter Wonderlands

The ski industry is vast, and changes in technology, demographics and climate are affecting the ski landscape all over the world. With 12 chapters for easy semester teaching, each chapter follows the theme of 'working in winter wonderlands', covering: ➔ The winter sport tourism product; ➔ Marketing, public relations and media; ➔ Planning, marketing and leveraging of events in the winter sports industry ➔ Economic, social and environmental impacts; ➔ Understanding the consumer, customer service and developing a service culture. ➔ The future for the ski industry, how resorts need to cater to the future consumer.

The book has a sound pedagogic structure, with key chapter features including 'spotlight' sections, 'profiles', detailed industry case studies and online tutor resources.

Dr. Simon Hudson is an Endowed Chair in Tourism at the University of South Carolina, USA.

Louise Hudson is a freelance journalist and a prolific ski blogger on www.onetwoski.blogspot.com and a ski tweeter @skiblogger.



September 2015 • 256 pages

HBK: 978-1-910158-39-5

UK £85 EURO €105 US \$125

PBK: 978-1-910158-40-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-41-8

UK £41.99 EURO €45 US \$55



Golf Tourism 2nd edition

Golf continues to represent the largest sports-related travel market with over 50 million golf tourists. The new edition discusses:

- ➔ The golf tourist;
- ➔ Planning, management and marketing;
- ➔ The impact of golf tourism: environmental, social and economic.
- ➔ 40 up-to-date cases illustrating every aspect of the industry globally.
- ➔ The rise of golf tourism in the emerging markets of Asia and Middle East.

Each chapter contains Golf Tourism Spotlight section which focuses on the achievements of successful individuals or organizations; Golf Tourism Snapshots consisting of short, real-life cases up-to-date, relevant and detailed Case Study designed to foster critical thinking.

Dr. Simon Hudson is an Endowed Chair in Tourism at the University of South Carolina, USA.

Louise Hudson is a freelance journalist living in South Carolina, USA (www.tourismgurus.com).



February 2014 • 302 pages

HBK: 978-1-908999-93-1

UK £85 EURO €105 US \$125

PBK: 978-1-908999-94-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-95-5

UK £41.99 EURO €45 US \$55



Marketing and Designing the Tourist Experience

- ➔ What really lies at the heart of the customer experience and how to influence it;
- ➔ How to manage and improve service provision;
- ➔ How to influence the customer experience;
- ➔ Key examples illustrating real world success.

Ideal for upper level students, practitioners and managers.

Isabelle Frochot is senior lecturer at University of Savoie, France.

Wided Batat is a senior lecturer at the University of Lyon2.



March 2013 • 256 pages

HBK: 978-1-908999-45-0

UK £85 EURO €105 US \$125

PBK: 978-1-908999-46-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-47-4

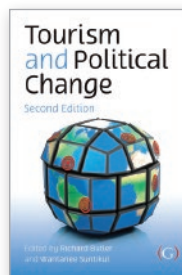
UK £41.99 EURO €45 US \$55

Tourism and Political Change

Completely revised and updated and now available in paperback format.

- ➔ The effects of the development of neo-liberalism;
- ➔ The changing patterns of tourism in North Africa and the Arab world and implications of political uncertainty and regime change;
- ➔ Involving indigenous nations and organisations in tourism planning and development;

Edited by **Professor Richard Butler**, University of Strathclyde and **Dr Wantanee Suntikul**, Assistant Professor, School of Hotel and Tourism Management, Hong Kong Polytechnic University.



September 2016 • 256 pages

HBK: 978-1-910158-81-4

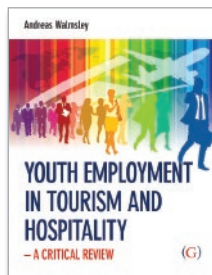
UK £85 EURO €105 US \$125

PBK: 978-1-910158-82-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-83-8

UK £41.99 EURO €45 US \$55



Youth Employment in Tourism and Hospitality

A Critical Review

- ➔ Explores barriers to youth employment, from both supply and demand-side perspectives;
- ➔ Uses case studies to investigate the role of tourism internships in early work socialisation, and graduate entrepreneurship in tourism.

Andreas Walmsley, Associate Professor, Faculty of Business & Law, Coventry University, UK.



November 2015 • 256 pages

HBK: 978-1-910158-36-4

UK £85 EURO €105 US \$125

PBK: 978-1-910158-37-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-38-8

UK £41.99 EURO €45 US \$55



Thanatourism Case Studies in Travel to the Dark Side

Contexts presented include:

- ➔ well known religious sites ➔ battlefield locations
- ➔ genocide camps ➔ lesser known exhibition centres and a plague site.

Edited by **Tony Johnston**, PhD, Head of the Department of Hospitality, Tourism and Leisure Studies, Athlone Institute of Technology, Ireland. **Pascal Mandelartz**, PhD, Professor, International University of Applied Sciences, Bad Honnef, Germany.



November 2015 • 256 pages

HBK: 978-1-910158-33-3

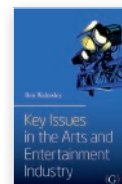
UK £85 EURO €105 US \$125

PBK: 978-1-910158-34-0

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-910158-35-7

UK £41.99 EURO €45 US \$55



Key Issues in the Arts and Entertainment Industry

The only book on contemporary issues which covers the arts and entertainment sectors, from social networking and Twitter, to reality TV and digital rights management.

Edited by

Ben Walmsley, School of Performance and Cultural Industries, University of Leeds, UK.



March 2011 • 236 pages

HBK: 978-1-906884-20-8

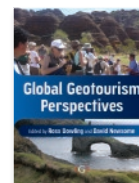
UK £85 EURO €105 US \$125

PBK: 978-1-906884-47-5

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-906884-81-9

UK £41.99 EURO €45 US \$55



Global Geotourism Perspectives

A collection of international case studies of actual and developing geotourism from around the world. Covers six continents including Australia, Brazil, China, Greece, Ireland, Japan, Malaysia, Mauritius, Oman, South Africa and the USA.

Edited by **Ross K Dowling**, Edith Cowan University, Western Australia and **David Newsome**, Murdoch University, Western Australia.



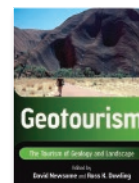
May 2010 • 266 pages

PBK: 978-1-906884-17-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-906884-84-0

UK £41.99 EURO €45 US \$55



Geotourism

Compiled by a team of international researchers, specialists and practitioners. Contains examples of geotourism concepts, development and practice from around the world.

Edited by **Ross K Dowling**, Edith Cowan University, Western Australia and **David Newsome**, Murdoch University, Western Australia.

March 2010 • 260 pages

HBK: 978-1-906884-66-6

UK £85 EURO €105 US \$125

EBOOK: 978-1-906884-68-0

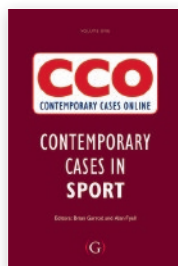
UK £90 EURO €98 US \$120

The **Contemporary Cases Series** is dynamic, current and stimulating, delivering cases that are original, flexible, challenging and controversial. All cases within **Contemporary Cases Series** are available for individual download from the CCO website [see www.goodfellowpublishers.com/cco] or for e-readers (Kindle, Kobo), and can be purchased in a 'pick-and-mix' fashion. The online cases are packed with hyperlinks to original sources, further readings and websites.

About the Series Editors:

Dr Brian Garrod is Professor in Marketing (Research) at Swansea University, UK.

Professor Alan Fyall is sociate Dean of Academic Affairs, the Visit Orlando Endowed Chair, and Graduate Programs' Director at the Rosen College of Hospitality Management, University of Central Florida, USA.



Contemporary Cases in Sport V1

Contemporary Cases in Sport: Volume 1 examines 12 international cases under the sections of policy and politics, impacts and legacy, and identity and experiences.



March 2013 • 254 pages

HBK: 978-1-908999-21-4

UK £85 EURO €105 US \$125

EBOOK: 978-1-908999-22-1

UK £41.99 EURO €45 US \$55

Contemporary Cases in Heritage V1

Contemporary Cases in Heritage Tourism: Volume 1 examines nine international cases under the sections of Heritage as Tourism, Managing Heritage Sites and Bringing Heritage to Life.



May 2013 • 254 pages

HBK: 978-1-908999-54-2

UK £85 EURO €105 US \$125

EBOOK: 978-1-908999-55-9

UK £41.99 EURO €45 US \$55



Contemporary Cases in Tourism

Contemporary Cases in Tourism: Volume 1 looks at 10 international cases under the headings of marketing tourism, sustainable tourism and niche tourism.



October 2011 • 254 pages

HBK: 978-1-90688-45-3

UK £85 EURO €105 US \$125

EBOOK: 978-1-906884-71-0

UK £41.99 EURO €45 US \$55

NEW

An Introduction to Sustainable Tourism

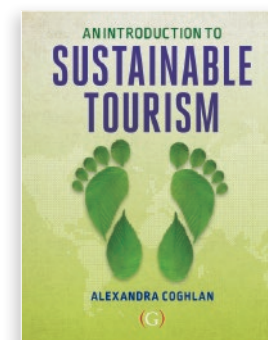
A comprehensive, pragmatic and realistic look at integrating sustainability into tourism. It adopts a systems-perspective, looking at the whole tourism supply chain and asks:

- How does policy encourage or discourage sustainability?
- How do intermediaries influence the sale of sustainable tourism?
- What are the operator's concerns, how do tourists themselves respond to it?
- What are the values of sustainability in tourism and what are the impacts 'trade-offs' to the tourist experience?

Using first-hand research projects and packed with international case studies, it combines theoretical and applied knowledge and takes a comprehensive look at practical management tools, certifications and innovation as part of the process of operationalising and implementing sustainable tourism.

Complete with online resources, augmented reality app and QR codes, it is an essential text for tourism students across undergraduate and postgraduate studies.

Alexandra Coghlan, Associate Professor in Tourism, Griffith University in Queensland, Australia.



March 2019 • 256 pages

HBK: 978-1-911396-73-4

UK £85 EURO €105 US \$125

PBK: 978-1-911396-74-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-75-8

UK £41.99 EURO €45 US \$55

NEW



Collaboration for Sustainable Tourism Development

Explores the role of collaboration in tourism to sustain livelihoods, create profitable partnerships, and protect cultures and the environment. Based on robust research, it critically examines how collaboration enables (or impedes) sustainable tourism development, and suggests a role for collaboration where there is currently none. With contributions from leading international scholars, it charts a course for unpredictable futures and suggests advances in sustainable tourism development education.

Essential reading for undergraduate and post-graduate students engaged in international tourism and hospitality as well as academic researchers, planners, managers and developers of tourist destinations. Complementing online tutorials are available for select chapters as part of the BEST EN Lecture Series, see <http://www.innotour.com/bestenModules>.

Edited by **Dr. Dr. Janne Liburd**, Professor, Head of Centre for Tourism, Innovation & Culture, University of Southern Denmark and **Dr. Deborah Edwards**, Director (Postgraduate Research), UTS Business School, University of Technology Sydney, Australia.



July 2018 • 288 pages

HBK: 978-1-911635-00-0

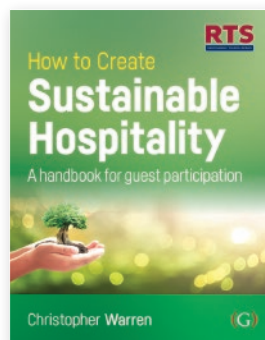
UK £85 EURO €105 US \$125

PBK: 978-1-911635-01-7

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-02-4

UK £41.99 EURO €45 US \$55



How to Create Sustainable Hospitality *a handbook for guest participation*

The first text to demonstrate how to actively persuade guests to participate in achieving sustainable hospitality. A clearly written, jargon-free, practical solution that:

- Introduces a five-step methodology on how to directly and effectively involve guests in saving energy and water, reducing food waste and cutting carbon;
- Uses social practice theory to describe why people do not save resources and how we can better design hospitality experiences;
- Uses persuasive theory to explain how to communicate with guests and by so doing increase stay satisfaction, 'delight' and brand reputation;

- Includes hundreds of case examples and scientific research to illustrate how the theories works in practice.

Christopher Warren PhD, Founder of My Green Butler, Director of the International Centre for Responsible Tourism, Australia, Research Fellow at Griffith University, partner in the UNEP One Planet Programme.



May 2020 • 256 pages

HBK: 978-1-911635-65-9

UK £85 EURO €105 US \$125

PBK: 978-1-911635-66-6

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-67-3

UK £41.99 EURO €45 US \$55

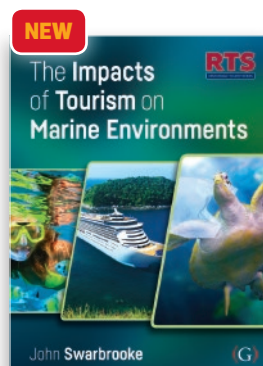
The Impact of Tourism on the Marine Environments

Takes a truly inter-disciplinary approach to critically examining the impacts of tourism on marine environments and coastal regions, focusing on the negative environmental impacts but also looking at the social and economic impacts. It sets marine tourism in the broader context of the crisis facing our oceans due to climate change and the effects of global warming or plastic pollution.

It includes nearly forty mini-case studies from around the world to illustrate issues raised. Also includes 'opinion pieces' from experts including Professor Harold Goodwin and Professor Michael Hall.

A must-have text for students, researchers and practitioners looking at issues of sustainable tourism, tourism planning, environmental management, marine conservation and corporate social responsibility.

John Swarbrooke, Professor and Associate Dean-International, Plymouth Global, Plymouth University, UK.



November 2020 • 256 pages

HBK: 978-1-911635-57-4

UK £85 EURO €105 US \$125

PBK: 978-1-911635-58-1

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911635-59-8

UK £41.99 EURO €45 US \$55

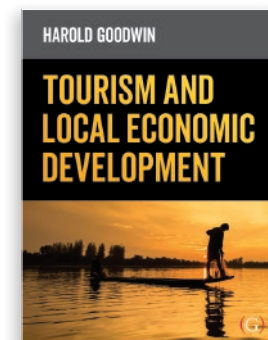
Tourism and Local Economic Development

How can the positive economic impact of tourism be increased at the local level, whilst minimising negative impacts? This groundbreaking text critically addresses the theories which explain the contribution which tourism can make to economic development, and identifies ways how the local economic benefits of tourism can be maximised.

- How can tourism be harnessed to create thriving destinations and to improve the livelihoods of the local communities?
- How can we intervene to increase the contribution which tourism makes to creating better places for people to live in?
- How can tourism be used to benefit the people who live in the destinations we visit?

It discusses: employment, direct sales to tourists and pro-poor tourism and reviews some of the issues: all inclusives, second home ownership, disintermediation, tax, certification and slum tourism.

Harold Goodwin, Director of the Institute of Place Management at Manchester Metropolitan University and Director of the Responsible Tourism Partnership.



October 2020 • 256 pages

HBK: 978-1-911396-48-2

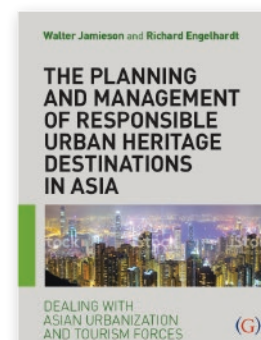
UK £85 EURO €105 US \$125

PBK: 978-1-911396-49-9

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-50-5

UK £41.99 EURO €45 US \$55



The Planning and Management of Responsible Urban Heritage Destinations in Asia: *Dealing with Asian Urbanization and Tourism Forces*

Populations are increasing rapidly in cities as urbanization grows and there are ever larger numbers of tourists placing significant pressure on urban heritage resources. This new text explores issues such as:

- Cities that are above their 'carrying capacity' and the damage caused to tangible and intangible heritage assets;
- The need for a new management process to accommodate greater visitor numbers;
- The move to stewardship as the approach for the future;
- The ethical, social and regulatory issues surrounding the expropriation of heritage.

Professor Walter Jamieson, Director of the Service Innovation Program and Distinguished Fellow in Urban Design, Faculty of Architecture and Planning, at Thammasat University, Thailand.

Professor Richard Engelhardt, former UNESCO Regional Advisor for Culture in Asia and the Pacific.



September 2018 • 256 pages

HBK: 978-1-911396-58-1

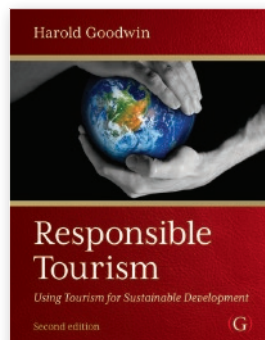
UK £85 EURO €105 US \$125

PBK: 978-1-911396-59-8

UK £34.99 EURO €45 US \$55

EBOOK: 978-1-911396-60-4

UK £41.99 EURO €45 US \$55



Responsible Tourism

Using Tourism for Sustainable Development 2nd edition

Reviews of the last edition

"...a 'must read' for anyone with an interest in the responsible tourism debate and, more importantly, an interest in the future of tourism itself."

Richard Sharpley, Professor of Tourism & Development, University of Central Lancashire

Now in its second edition, it has been fully revised and includes new material to explore: resilience, voluntourism, child protection, the challenge of disintermediation, tourism and the UN Sustainable Development Goals, slum tourism, shared value and animal welfare. It applies the broader concept of responsibility to travel and tourism, and looks at how it relates to sustainable

business and the business case for responsibility.

Harold Goodwin, Director of the Institute of Place Management at Manchester Metropolitan University and Managing Director of the Responsible Tourism Partnership.



September 2016 • 302 pages

HBK: 978-1-910158-84-5

PBK: 978-1-910158-85-2

EBOOK: 978-1-910158-86-9

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55

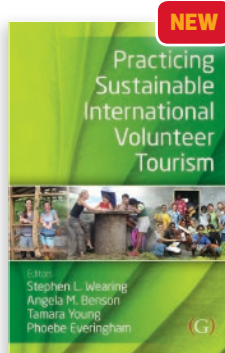
Practicing Sustainable International Volunteer Tourism

Volunteer tourism is one of the fastest growing sectors in the tourism industry. This text offers practical advice on how to engage in this growing market, but minimise the impacts and engage in the practice in a way that is sustainable. It discusses:

- ➔ The mass tourism/alternative tourism debate and the move towards a sustainable paradigm;
- ➔ How does volunteer tourism differ from 'mainstream' tourism;
- ➔ Stakeholders and industry support for volunteer tourism and the growing role of partnerships and collaborations;
- ➔ How volunteer tourism can benefit the local community;
- ➔ Funding, grants and revenue generation for host communities.

With contributions from global experts, and packed with international case studies throughout to illustrate, it is a must-have handbook for all those studying tourism and related topics, as well as business and commercial operators, NGOs and government agencies, communities and volunteer tourists themselves.

Edited by **Stephen L. Wearing**, Associate Professor, University of Technology, Sydney, Australia, **Angela M. Benson**, Principal Lecturer, University of Brighton, UK, **Tamara Young**, Newcastle University, Australia and **Phoebe Everingham**, Newcastle University, Australia.



June 2020 • 256 pages

HBK: 978-1-910158-42-5

PBK: 978-1-910158-43-2

EBOOK: 978-1-910158-44-9

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55

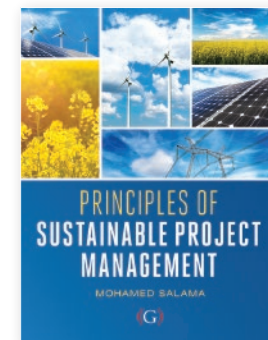
Principles of Sustainable Project Management

In an era of digital transformation and sharing economy, it is quite challenging to move to such vibrant future with past-tense methodologies. This text provides a unique approach to managing projects by combining the principles of sustainable management theory with the main processes and areas of knowledge in the currently established project management theory, in an applied context.

Written by a team of international experts, it tackles issues such as digital transformation, smart cities, green project management, sustainable infra-structure projects, IT software developments, managing innovation, corporate social responsibility and much more.

With a complete set of online tutor resources to accompany the text, it is a vital resource for all those researching and working in all areas of sustainability.

Edited by **Mohamed Salama**, Associate Professor in Management, Herriot Watt University, Edinburgh UK.



September 2018 • 256 pages

HBK: 978-1-911396-85-7

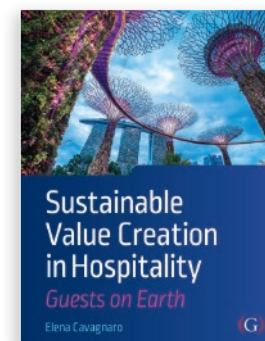
PBK: 978-1-911396-86-4

EBOOK: 978-1-911396-87-1

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55



Sustainable Value Creation in Hospitality

Based on theory and practice it takes the reader through the key issues focusing on the hospitality industry, particularly the hotel sector. It analyses environmental, economic and social value in the industry, and what can be done to maximise the good for all the stakeholders in the long term. In an accessible and structured manner, it delivers:

- ➔ A clear focus on the four major areas in which value is created in the hotel industry- distribution; buildings; procurement and operations;
- ➔ A clear description and analysis of the key sustainability challenges faced in each area;
- ➔ A wide range of international industry cases.

An ideal text for students on UG and PG courses in Hospitality Management, Hotel Management and Tourism Management and for practitioners in the hospitality sector.

Edited by

Elena Cavagnaro, Professor of Applied Sciences, Stenden University of Applied Sciences, Netherlands.



January 2018 • 256 pages

HBK: 978-1-911396-37-6

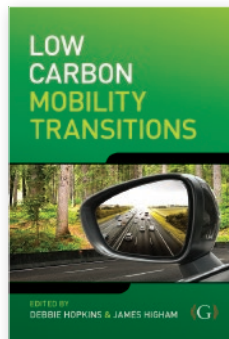
PBK: 978-1-911396-38-3

EBOOK: 978-1-911396-39-0

UK £85 EURO €105 US \$125

UK £34.99 EURO €45 US \$55

UK £41.99 EURO €45 US \$55



Low Carbon Mobility Transitions

- Provides a thorough examination of national/regional specific approaches to low-carbon transport;
- Identifies and critically examines opportunities for enabling low carbon travel (mobility) in the near- and long-term future;
- Contains international case studies, with contributions from internationally recognised researchers.

Low Carbon Mobility Transitions is an edited volume and the first to examine how we can transition to a future of low carbon methods of travel and mobility. Divided into three parts of People and Place, Structures in Transition, and Industry and Innovation, it incorporates interdisciplinary perspectives from behavioural, technological and policy viewpoints, incorporating a range of geographical contexts.

Edited by **Debbie Hopkins**, Transport Studies Unit at Oxford University, UK.

James Higham is a Professor in the Department of Tourism, University of Otago, New Zealand, and Visiting Professor, University of Stavanger, Norway.



September 2016 • 256 pages

HBK: 978-1-910158-64-7
UK £75 EURO €98 US \$120

EBOOK: 978-1-910158-65-4
UK £43 EURO €45 US \$56

International Cases In Sustainable Travel & Tourism

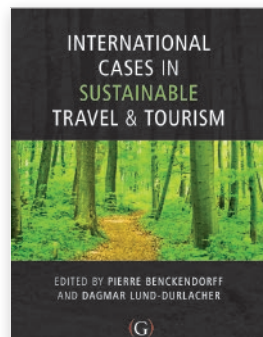
An international range of outstanding new cases focused on sustainable tourism management and development, including award winners and finalists from the WTTC Tourism for Tourism Awards.

- Based on a joint initiative of the World Travel and Tourism Council (WTTC) and the BEST Education Network (BEST EN), organisations that are at the forefront of both sustainable tourism practice and teaching;
- Each case includes a clear synopsis, appropriate theoretical frameworks, and a clear summary and future outlook;
- All the cases are also available online for individual purchase at www.goodfellowpublishers.com

Edited by

Dr Pierre Benckendorff, Senior Lecturer, School of Tourism, The University of Queensland, Australia.

Dr Dagmar Lund-Durlacher, Department Head, Dean, Department of Tourism and Hospitality Management, MODUL University, Vienna, Austria.

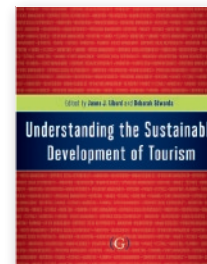


May 2013 • 256 pages

HBK: 978-1-908999-39-9
UK £85 EURO €105 US \$125

PBK: 978-1-908999-40-5
UK £34.99 EURO €45 US \$55

EBOOK: 978-1-908999-41-2
UK £41.99 EURO €45 US \$55



Understanding the Sustainable Development of Tourism

'...strongly recommended.'

Annals of Tourism Research, Vol. 38, Issue No. 4, 2011

Divided into 11 chapter 'modules', it considers key managerial concepts, such as HRM, marketing, CSR and risk management. Each chapter links relevant theories and concepts to practice through case studies or exercises.

Edited by

Dr Janne J. Liburd, University of Southern Denmark.

Dr Deborah Edwards, University of Technology Sydney, Australia.



May 2010 • 256 pages

PBK: 978-1-906884-13-0
UK £34.99 EURO €45 US \$55

EBOOK: 978-1-906884-88-8
UK £41.00 EURO €45 US \$55

Responsible Hospitality

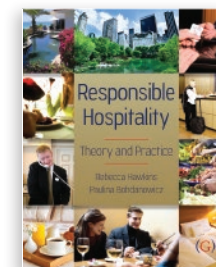
Defines the ten principles of responsible business and how global hospitality businesses have addressed them, using case studies from leading global players.

"Here's the blueprint for hospitality industry leaders for years to come"

Dr Xavier Font, Leeds Metropolitan University, UK.

Dr Rebecca Hawkins, Director of the Responsible Hospitality Partnership, Fellow at Oxford Brookes University, UK.

Dr Paulina Bohdanowicz, Director, Energy and Environment, Hilton Worldwide'



October 2011 • 292 pages

HBK: 978-1-906884-42-0
UK £85 EURO €105 US \$125

PBK: 978-1-906884-19-2
UK £34.99 EURO €45 US \$55

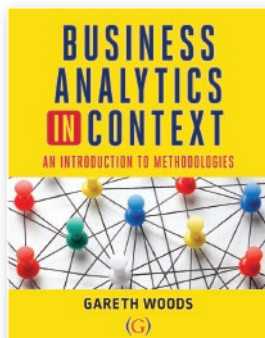
EBOOK: 978-1-906884-70-3
UK £41.00 EURO €45 US \$55



Create your own learning materials with our pick and mix e-chapters

All of our publications are available as individual e-chapters for instant pdf download. Visit www.goodfellowpublishers.com for details.

Priced at £4.99*/€5.99/\$7.99 each, they provide an instant, flexible solution to all your learning, teaching and research needs.
*plus VAT



Business Analytics

An Introduction to Mathematical Methodologies

Dr Gareth Woods uses his extensive experience of teaching students requiring additional support to understand key mathematical concepts, to deliver an engaging and accessible text structured around the learning journey from understanding basic concepts through to applying more advanced techniques including differentiation and optimisation.

Each topic is introduced using a business start-up case study, providing context and demonstrating application to real-life examples. Exercises throughout the book test understanding, and at the end of each chapter learning is checked via a scenario that might be encountered in a professional work environment. The book is supported by online diagnostic tests and online instructional videos to further illustrate key concepts and to facilitate self-study.

Gareth Woods PhD., Mathematics Teaching Fellow at Aston University, UK.



March 2020 • 256 pages

PBK: 978-1-911396-8-02

UK £29.99 EURO €35 US \$42

EBOOK: 978-1-911396-8-19

UK £35.99 EURO €35 US \$42

Getting Started in Business Law

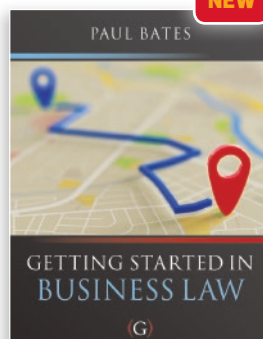
An accessible and concise resource that introduces non-specialist students to the key concepts and principles of business law, providing a non-technical alternative to the currently available heavyweight texts

Uses examples drawn from scenarios that are familiar to students in their everyday life.

An accessible, concise and inexpensive alternative to currently available textbooks, *Getting Started in Business Law* covers the core topics taught at first year undergraduate level to non-specialists taking a business law module as part of their undergraduate studies.

It weaves a path through key concepts of business law exposing the main principles step by step, while keeping the use of case law to a minimum by using single cases to explain a number of key points.

Paul Bates, Lecturer in Business Law at Bournemouth University, UK.



NEW



September 2020 • 256 pages

PBK: 9781911635130

UK £29.99 EURO €35 US \$42

EBOOK: 9781911635185

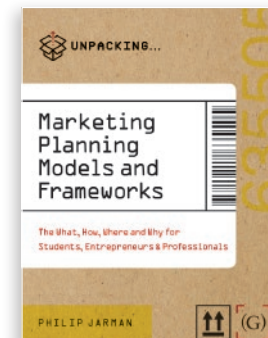
UK £35.99 EURO €35 US \$42

Marketing Planning models and frameworks

This book is everything students would expect of an introduction to marketing planning, models and frameworks. It's concise, accessible and academically rigorous. But it's also friendly, usable, approachable, written to engage rather than intimidate and above all, not boring.

Author Philip Jarman uses his extensive hands-on and teaching experience to deliver an alternative to traditional door-stop sized textbooks and encourages students and novice marketers to think about the context in which they are planning, why a plan is needed and how and why they should use models to get the best results.

Philip Jarman, Lecturer in Marketing (Strategy and Marketing), University of Sussex, UK.



UNPACKING...

Part of the 'Unpacking Series' - an 'all you need' how-to series which guides students through all the major areas of a marketing/business degree. Texts are designed to be trusted career-long companions that build to create a comprehensive marketing library tailored to specific needs.



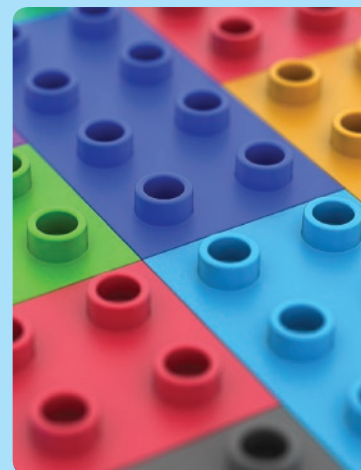
November 2020 • 256 pages

PBK: 978-1-911635-50-5

UK £29.99 EURO €35 US \$42

EBOOK: 978-1-911635-51-2

UK £35.99 EURO €35 US \$42

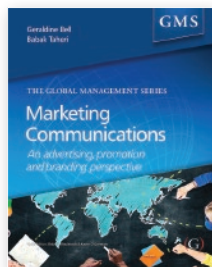


Looking for the perfect combination of chapters for your course? We offer a complete custom text service.

Choose as many chapters as you require and we can create a custom eBook designed specifically for your needs.

Contact Sally North at
sally.north@goodfellowpublishers.com
for more information.

The **Global Management Series** is a complete portfolio of global business and management texts that successfully meets the needs of students on international undergraduate and postgraduate business and management courses. Backed by lecturer and student resources, each book is clear, concise and practical, and has a thorough pedagogic structure to suit a 12 week semester. Each is edited and contributed to by a team of experienced academics based in the UK, Dubai and Malaysia providing a truly global viewpoint. As a whole it provides a complete teaching and learning toolkit with downloadable e-chapters for each text that can be purchased in a 'pick and mix' fashion to allow for customisation across the series to meet individual needs.



Marketing Communications

An advertising, promotion and branding perspective

Provides a complete toolkit and discusses issues such as:

- ➔ Understanding communications past, present and future;
- ➔ Planning, development and evaluation of communication campaigns;
- ➔ Designing a creative approach to stand-out relative to competing brands;
- ➔ Exploring case study exemplars to reflect and gain insight for future campaigns.

Also features a range of supplementary readings, in text exercises and cases.

Edited by **Geraldine Bell**, Assistant Professor in Marketing, Heriot-Watt University, UK and **Babek Taheri**, Associate Professor, Heriot-Watt University, UK.

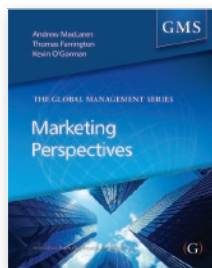


September 2017 • 256 pages

HBK: 978-1-911396-94-4
UK £85 EURO €105 US \$125

PBK: 978-1-911396-95-1
UK 34.99 EURO €50 US \$55

EBOOK: 978-1-911396-96-8
UK £41.99 EURO €50 US \$55



Marketing Perspectives

Develops beyond the core concepts of marketing to introduce important points of view on contemporary marketing. Areas include some of the most significant and fast growing sectors of the developed economy, such as:

- ➔ Digital marketing
- ➔ The experience economy and services marketing
- ➔ Co-creation and customer engagement

It also includes managing a marketing budget and an historical perspective on marketing.

Edited by **Andrew MacLaren**, Assistant Professor in Marketing and Management, Heriot-Watt University, UK, **Thomas Farrington**, Research Associate, Heriot-Watt University, UK and **Kevin O'Gorman**, Former Deputy Head of School and Head of Business Management, Heriot-Watt University, UK.



June 2017 • 256 pages

HBK: 978-1-911396-18-5
UK £85 EURO €105 US \$125

PBK: 978-1-911396-19-2
UK 34.99 EURO €50 US \$55

EBOOK: 978-1-911396-20-8
UK £41.99 EURO €50 US \$55



Essentials of Digital Marketing

Provides an overview of the challenges and opportunities by defining the field, explaining the structure of digital marketing management and introducing the digital marketing mix.

An engaging introduction to the essentials of digital marketing. Contains international case studies to illustrate how digital marketing is being used in various industry settings.

Kathryn Waite, School of Management and Languages, Heriot-Watt University, UK, **Rodrigo Perez-Vega**, Henley Business School, Reading, UK.

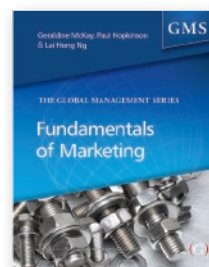


September 2017 • 256 pages

HBK: 978-1-911396-00-0
UK £85 EURO €105 US \$125

PBK: 978-1-911396-01-7
UK 34.99 EURO €50 US \$55

EBOOK: 978-1-911396-02-4
UK £41.99 EURO €50 US \$55



Fundamentals of Marketing

Introduces the key terms, concepts and practices to provide a firm foundation for undergraduate students. International in focus and packed with case studies and examples, it includes:

- ➔ Marketing as an idea; its functions and practise.
- ➔ How to understand and reach customers, researching and choosing segments
- ➔ Responsible marketing and contemporary technologies

Edited by **Geraldine McKay**, Heriot-Watt University, UK, **Paul Hopkinson**, Heriot-Watt University, Dubai and **Lai Hong Ng**, Heriot-Watt University, Malaysia.

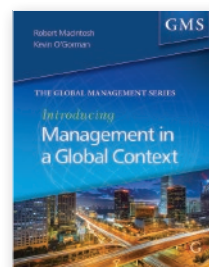


August 2017 • 256 pages

HBK: 978-1-910158-97-5
UK £85 EURO €105 US \$125

PBK: 978-1-910158-98-2
UK 34.99 EURO €50 US \$55

EBOOK: 978-1-910158-98-2
UK £41.99 EURO €50 US \$55



Introducing Management in a Global Context

"... a book infused with a real sense of exuberance"

Professor Charles Harvey, Newcastle University, UK

"This highly readable text is the perfect introduction to management...."

Sara Carter, Professor of Entrepreneurship, University of Strathclyde, UK

Edited By **Kevin O'Gorman**, formerly of, Heriot-Watt University, UK, UAE and Malaysia. **Robert MacIntosh**, Professor of Strategy, Head of the School of Management and Languages, Heriot-Watt University, UK, UAE and Malaysia.

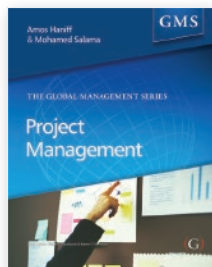


September 2015 • 302 pages

HBK: 978-1-910158-47-0
UK £85 EURO €105 US \$125

PBK: 978-1-910158-48-7
UK 34.99 EURO €50 US \$55

EBOOK: 978-1-910158-49-4
UK £41.99 EURO €50 US \$55



Project Management

Provides readers from different backgrounds with an essential toolkit to develop their knowledge, starting from the first principles progressing to a more complex understanding, with the help of an assortment of case studies, practical examples and numerical worked examples.

Edited by **Mohamed Salama**, Director of Corporate Executive Relations for the School of Management and Languages, Heriot Watt University, Dubai Campus and **Amos Haniff**, Associate Professor, and Deputy Head of the Department of Business Management, Heriot Watt University, UK.



September 2016 • 266 pages

HBK: 978-1-911396-03-1

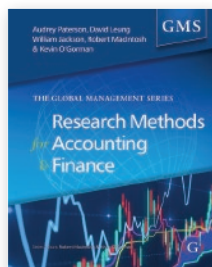
PBK: 978-1-911396-04-8

EBOOK: 978-1-911396-05-5

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55



Research Methods for Accounting and Finance

An essential text for accounting and finance students undertaking research for the first time. It demystifies the research process by providing a jargon-free exploration of the nature and scope of research within the disciplines of accounting and finance.

Edited by **Audrey Paterson**, Associate Professor, Department of Accounting, Economics & Finance, Heriot-Watt University, UK, **David Leung** Associate Professor in Accounting, Coventry University, UK, **William (Bill) Jackson**, Head of Dept of Accounting, Economics and Finance, Heriot-Watt University, UK, and **Robert MacIntosh**, Professor of Strategy, Head of School, Heriot-Watt University, UK.



September 2016 • 296 pages

HBK: 978-1-910158-88-3

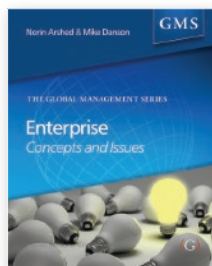
PBK: 978-1-910158-89-0

EBOOK: 978-1-910158-90-6

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55



Enterprise Concepts and Issues

Introduces many of the terms, theories and practices in entrepreneurship and enterprise. Using international real life case studies, it aims to understand how entrepreneurship is being applied across the economy.

Edited by **Norin Arshed** is Assistant Professor and Programmes Director for Leadership and Organisational Performance suite of MSc programmes in the Department of Business Management at Heriot-Watt University, UK.

Mike Danson is Professor of Enterprise Policy at Heriot-Watt University, UK.



January 2016 • 302 pages

HBK: 978-1-910158-75-3

PBK: 978-1-910158-76-0

EBOOK: 978-1-910158-77-7

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55



Research Methods for Business & Management 2nd edition

A comprehensive, practical guide on how to write your dissertation – invaluable to all students. With user friendly learning features, it takes the reader through the entire life cycle of a research project, covering everything from the purposes of research through to gathering primary and secondary data; using literature; quantitative and qualitative research; data analysis; managing your research.

Kevin O'Gorman, Professor of Management and Business History, Heriot-Watt University, UK, **Robert MacIntosh**, Professor of Strategy, Heriot-Watt University, UK.



September 2015 • 302 pages

HBK: 978-1-910158-50-0

PBK: 978-1-910158-51-7

EBOOK: 978-1-910158-52-4

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55



Enterprise and its Business Environment

- Brings structure to the field of 'business enterprise' by organizing basic ideas and introducing concepts;
- Builds on the established theories and contributions of the great and good in the field of management and organization;
- Uses international case studies to examine globalisation and its significance to organisations.

Edited by **Norin Arshed**, Department of Business Management at Heriot-Watt University, UK, **Julie McFarlane**, School of Management & Languages, Heriot-Watt University, UK, **Robert MacIntosh**, Head of the School of Management and Languages, Heriot-Watt University, UK, UAE and Malaysia.



January 2016 • 302 pages

HBK: 978-1-910158-78-4

PBK: 978-1-910158-79-1

EBOOK: 978-1-910158-80-7

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55



Commercial Law

Explains the relevance of Scots law to those whose main specialism is not law, and gives practical advice and straightforward, jargon-free explanations of concepts of commercial law. Includes two chapters on the legal systems of the UAE and Malaysia, examples of the two main legal traditions: civil law and common law.

Edited by **Josephine Bisacre**, School of Management & Languages, Heriot-Watt University, UK and **Yvonne McLaren**, School of management and Languages Heriot-Watt University, UK.



September 2016 • 216 pages

HBK: 978-1-911396-12-3

PBK: 978-1-911396-13-0

EBOOK: 978-1-911396-14-7

UK £85 EURO €105 US \$125

UK 34.99 EURO €50 US \$55

UK £41.99 EURO €50 US \$55

ORDER AND AGENTS



Ways to Order

Direct:

Email: customerservice@goodfellowpublishers.com,
or contact Tim Goodfellow (tim.goodfellow@goodfellowpublishers.com)
or Sally North (sally.north@goodfellowpublishers.com)

All our e-book titles are available from: MyiLibrary, Ingram Digital, Dawson Books, Overdrive, Ebrary, EBL, VitalSource and selected titles from Kobo and Kindle.

Via Our Distributors

Worldwide

Marston Book Services, PO Box 269, Abingdon,
Oxon OX14 4YN, UK.
Tel: +44 (0) 1235 465550 or +44 (0) 1235 465522
Fax: +44 (0) 1235 465555
Email: trade.order@marston.co.uk

Distribution USA

North America (USA and Canada)

Princeton Selling Group-175 Strafford Ave.
Wayne, PA 19087-3318, USA.
Telephone: 610-975-4595 | Fax: 610-975-4593
Email: psg@firstclassweb.com

Via our International Representatives

Benelux (including the Netherlands, Belgium, Luxembourg and Denmark)

Frans Janssen, Netwerk Academic Book Agency, P.O.Box
33228, 3005 EE Rotterdam, The Netherlands. Email:
net030@netwerkaba.com

Iceland, Denmark, Finland, Norway and Sweden

Ben Greig, Colin Flint Ltd,
26 Harvey Goodwin Avenue, Cambridge, CB4 3EU.
Email: ben.greig@dial.pipex.com

India

Sara Books Pvt.
302 A, Vardaan House, 7/28 Ansari Road
Daryaganj, New Delhi
110002 India.
Tel: 00-91-11-23266107 or 00-91-11- 43046222
Fax: 00-91-11-23266102
Email: ravindrasaxena@sarabooksindia.com
www.sarabooksindia.com

Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam, Cambodia, Laos, Myanmar and the Philippines

APD Singapore PTE Ltd,
52 Genting Lane #06-05, Ruby Land Complex 1,
Singapore 349560
Tel: (65) 67493551 | Fax: (65) 67493552
Email: customersvc@apdsing.com
or apdacad@apdsing.com
www.apdsing.com

South Africa, Namibia, Botswana, Swaziland, Zimbabwe

Juta and Company Ltd,
21 Dreyer Street, 1st Floor Sunclare Building,
Claremont, Cape Town, South Africa, 7708
Tel: (021) 659-2584 | Switchboard: (021) 659-2300
Fax: (021) 659-2662 | Cell: (083) 450-2789
Email: msymington@juta.co.za
www.juta.co.za