



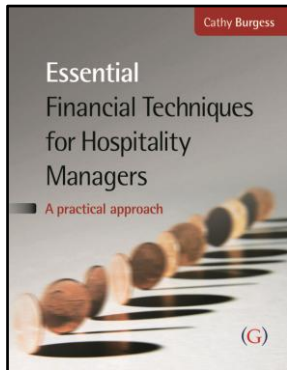
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Essential Financial Techniques for Hospitality Managers: a practical approach 2/e

Cathy Burgess, Oxford Brookes University

Essential Financial Techniques for Hospitality Managers: a practical approach is a user-friendly, hands-on introduction to finance and accounting in the hospitality industry. Updated throughout with extensive new material, especially in the fields of managing revenue and the use of spreadsheets, it covers a vast range of sectors including hotels, restaurants, contract catering, leisure tourism, cruise ships and theme parks. Using an accessible step-by-step approach, it enables employees and managers in all areas of the hospitality industry to:

- *Understand why the bottom-line is important – and how small actions can have big effects
- *Contextualise the theory with case studies and examples using real life scenarios
- *Use key management techniques to control their area of the business
- *Calculate the effect of their actions on a range of areas of the business

Each chapter has a full set of learning features, such as bulleted objectives and summaries, case studies and examples, review questions and activities. Accompanying the text is a suite of online resources including self test multi-choice questions to evaluate understanding, links to further resources and solutions to exercises in the text.

September 2010; 256 pp
PB : 978-1-906884-16-1, £29.99



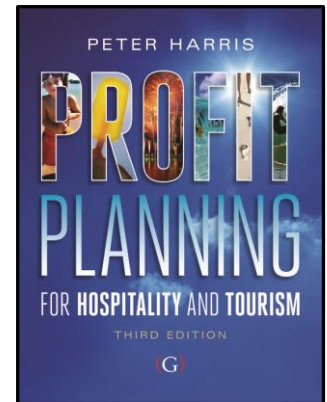
Profit Planning for Hospitality & Tourism 3/e

Peter Harris, Oxford Brookes University

Now in its third edition, **Profit Planning** is 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. Written in a user-friendly style, with a minimum of theory and technical jargon, it assumes readers already have a basic knowledge of accounting particularly profit statements, balance sheets and cash flow. Unlike other financially-related publications which focus on theory, **Profit Planning** demonstrates ‘how’ to apply accounting techniques in practical

day-to-day financial decisions. **Profit Planning** contains concise explanations and illustrations in the context of ‘live’ business situations –how rather than ‘why’ and draws directly on the author’s applied research and consulting experience developing accounting and benchmarking techniques for a wide range of hospitality and tourism sector organisations. These include the Dorchester Group, Firmdale Hotels, InterContinental Hotels Group, Myhotels Group, Raffles Hotels & Resorts, Rezidor Hotel Group, Starwood Hotels & Resorts, Swissôtel Hotels & Resorts, Fáilte Ireland and VisitGuernsey

September 2011; 256 pp
HB: 978-1-906884-45-1 £65.00
PB: 978-1-906884-21-5 £29.99



Contemporary Tourism Reviews

Editor-in-Chief: *Chris Cooper, Oxford Brookes University*

Critical, state of the art, authoritative reviews written by leading thinkers and academics in the field providing flexible, current and topical information as an instant download. Students and researchers need information that is fast, current, immediate and flexible. CTR offers just that, by providing 'packets' of downloadable, searchable and must-have information based on core Tourism topics. Customers can target the exact information they require, on a 'pick and mix' basis, with all information purchased as a fully searchable XML tagged PDF file for immediate download. An essential signpost for key topics in the field of tourism. Each review averages 30-40 pages and covers:

- * The development of the field - the key milestones, literature, events and writers involved
- * Framing & mapping the field – the current state of the art/thinking and a clearly 'roadmap'
- * Emerging issues and a future focussed agenda for the field
- * An extensive reference list with hyperlinks to view original sources

CTR has a distinguished editorial board including: Dimitrios Buhalis (UK), Richard Butler (UK), Larry Dwyer (Australia), C Michael Hall (New Zealand), John Swarbrooke (Switzerland), Louise Twining Ward (USA) & Alan Williams (UK).

New CTR reviews will be added regularly so bookmark the link:

<http://www.goodfellowpublishers.com>

Tourism & Network Analysis

Rodolfo Baggio, Bocconi University
April 2011, e-book, 978-1-906884-31-4, £7.99

Tourism & Technology

Dimitrios Buhalis & Soo Hyun Jun, University of Bournemouth
April 2011, e-book, 978-1-906884-29-1, £7.99

Tourism Area Life Cycle

Richard Butler, University of Strathclyde
April 2011, e-book, 978-1-906884-33-8, £7.99

Tourism & Transport

David Duval, Otago University & Gui Lohmann, Southern Cross University
April 2011, e-book, 978-1-906884-36-9, £7.99

Economics of Tourism

Larry Dwyer, University of New South Wales, Peter Forsyth, Monash University & Andreas Papatheodorou, University of the Aegean
April 2011, e-book, 978-1-906884-28-4, £7.99

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John Heeley, Director, Best Destination Marketing
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Mike Rimmington, Sheffield Hallam University
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Noel Scott, University of Queensland
April 2011, e-book, 978-1-906884-34-5, £7.99

Tourism & Service Management

David Solnet, University of Queensland
April 2011, e-book, 978-1-906884-32-1, £7.99

Tourism & History

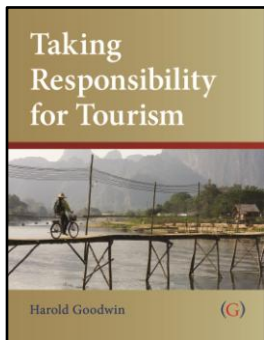
John Walton, Universidad del País Vasco
April 2011, e-book, 978-1-906884-30-7, £7.99

Available from April 2011

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Taking Responsibility for Tourism

Harold Goodwin, Leeds Metropolitan University

Taking Responsibility for Tourism is about the globally vital necessity of realising sustainable tourism. It is a hugely important challenge to those who organise and sell travel and tourism, and those who consume it.

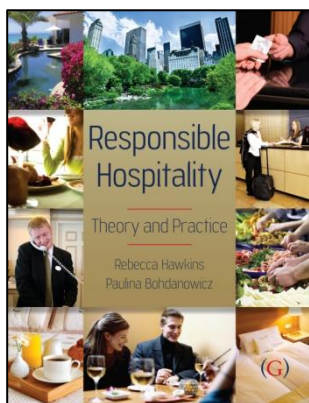
Taking Responsibility for Tourism is not a book about a niche product; major trade associations and large and small tour operators are committing to the objectives of responsible tourism and shouldering their responsibilities.

This powerful new handbook is the most authoritative contemporary overview of the key issues that are critical for the progress of responsible tourism and is written by one of the leading thinkers and change-makers in the field. 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. Beginning with a discussion of responsibility and sustainability, the process by which it has become established in the industry is analysed from the key perspectives of responsible tourism in practice, socially and economically responsible tourism, environmental responsibility, ecotourism and conservation. This text is for managers and professionals at all levels in the tourism business. It will also be essential for policy makers and others responsible for strategic thinking in the wide range of sectors that relate to travel and tourism, and it should be read by all serious students of tourism who need to understand where the industry they may want to join must go in the future.

May 2011; 256 pp

HB 978-1-906884-40-6, £65.00

PB: 978-1-906884-39-0, £29.99



Responsible Hospitality: theory & practice

Rebecca Hawkins, Oxford Brookes University & Paulina Bohdanowicz, Leeds Metropolitan University

The smartest companies in the world have effected a remarkable change in attitudes towards big business. These companies have effectively positioned themselves at the forefront of the responsible business movement – delivering not only profitability for their share holders, but also the promise of a potent combination of environmental protection and social justice in the locations in which they operate. The allure of this promise has attracted a powerful band of followers to the responsible business movement including policy makers, voluntary sector organisations and consumers. Using the mainstream

responsible business literature, this book defines the ten principles of responsible business and assesses the extent to which global hospitality businesses have addressed them. Using case studies from leading global players, the book demonstrates what can be achieved by business laying claim to responsible business programmes and what can go wrong.

Responsible Hospitality is the first text to:

- *bring together theory from the emerging responsible business movement and interpret this in a hospitality context
- *define what responsible business means in practice to the global hospitality sector
- *provide a critique of progress in implementing the concept to date
- *assess the adequacy of the tools available to the sector to deliver on the responsible business agenda
- *define priorities for the future

November 2011; 256 pp

HB 978-1-906884-42-0, £65.00

PB: 978-1-906884-19-2, £29.99



Principles of Ecology & Management

Alan Sitkin, Regent's College

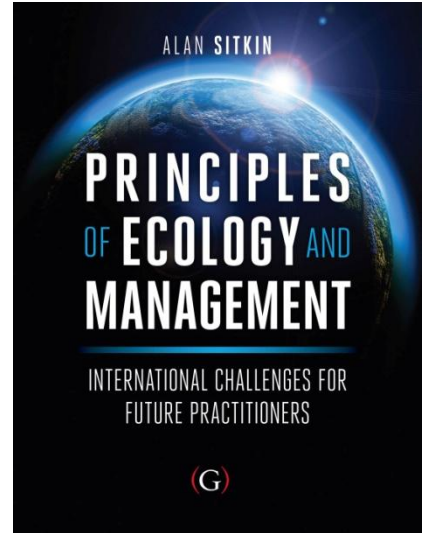
For more than a decade now, business gurus have been advising managers to embark upon the kinds of environmental processes that will allow their companies to survive and thrive in the face of a mounting ecological imperative. The big question for students of business is therefore not why companies should go green, but rather why so little progress has been achieved so far. Hence the unique focus of this book, which turns the table on the cheerleading attitudes customarily associated with many green business texts to highlight instead the factors impeding the much desired transition towards greater corporate environmentalism. By gaining a more realistic understanding of these obstacles, readers will be able to develop a fuller sense of how they might be overcome.

Principles of Ecology for Management guides readers through the key issues in this exciting new field with a clear structure incorporating:

- Chapter-relevant case studies
- Glossary of key terms and green business vocabulary
- In-chapter business argument highlights
- 'Thinking points' in chapter margins to encourage further reflection

This text is also unique in analysing corporate environmentalism from a financial, economic and commercial perspective instead of repeating the well known ethical arguments. Lastly, it has been written by a business school professor specifically for business students. The basic idea is that the ecological imperative is destined to have a lasting effect on future professionals' careers.

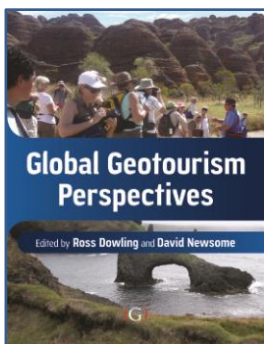
Accompanied by full online support: *Tutor online resource centre* featuring case study answers, seminar schemes (assignments 'requiring preparation' as well as 'in-class activities') and lecturer PowerPoint slides. *Student online resource centre* featuring advanced materials for deeper analysis, additional case studies with questions, revision tips and further references



March 2011; 274 pp

HB 978-1-906884-43-7, £65.00

PB: 978-1-906884-23-9, £34.99



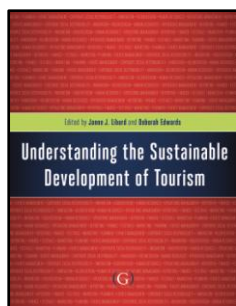
Global Geotourism Perspectives

Edited by Ross K. Dowling, Edith Cowan University & David Newsome, Murdoch University

A collection of international case studies from a team of researchers, specialists, practitioners and protected area managers, **Global Geotourism Perspectives** illustrates how geotourism is developing globally (including Australia, Brazil, China, Greece, Japan, Malaysia, South Africa and the USA) and suggests best practice for issues such as conservation, risk management, interpretation, marketing and technology.

April 2010; 256 pp; PB: 978-1-906884-17-8, £34.99



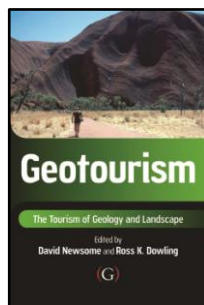


Understanding the Sustainable Development of Tourism

Edited by Janne J. Liburd, University of Southern Denmark & Deborah Edwards, University of Technology Sydney

Provides students, educators, industry planners, researchers, managers and operators with the latest thinking on a comprehensive range of themes addressing the sustainable development of tourism and how it can be tackled with ever evolving, flexible strategies.

June 2010; 256 pp; PB: 978-1-906884-13-0, £29.99

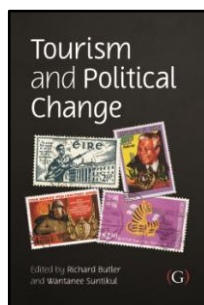


Geotourism: the tourism of geology & landscape

Edited by David Newsome, Murdoch University & Ross K. Dowling, Edith Cowan University

A compilation of first class international research which provides insight into the many facets of this emerging subject, and comprehensively explores the nexus between landscape, geological phenomena and tourism. It sets the scene and provides a clear definition of geotourism as well as information on its characteristics.

April 2010; 260 pp; HB: 978-1-906884-09-3, £55.00

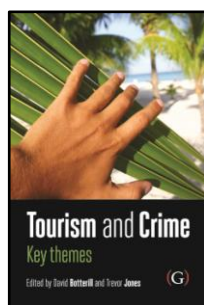


Tourism & Political Change

Edited by Wantanee Suntikul, Macao Institute of Tourism Studies & Richard Butler, University of Strathclyde

Discusses issues such as the effects of the fall of the Berlin Wall on tourism patterns, the implications of political fragmentation, the consequences of the end of Apartheid, and the implications and effects of religion on tourism, amongst others. With international contributions from an esteemed list of experienced scholars, it highlights the effects political change has on tourism and vice versa.

May 2010; 256 pp; HB: 978-1-906884-11-6, £55.00

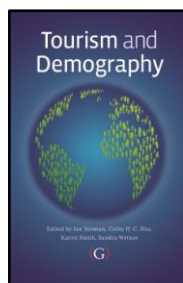


Tourism & Crime: key themes

Edited by David Botterill, University of Wales Institute Cardiff & Trevor Jones, University of Cardiff

With contributions from an international team of highly respected scholars and researchers, *Tourism and Crime* brings together concepts, ideas and empirical evidence from two distinct fields of research enquiry - criminology and tourism studies - and maps out a cross-disciplinary research agenda for scholars and policymakers in this area.

September 2010; 256 pp; HB: 978-1-906884-14-7, £39.99



Tourism & Demography

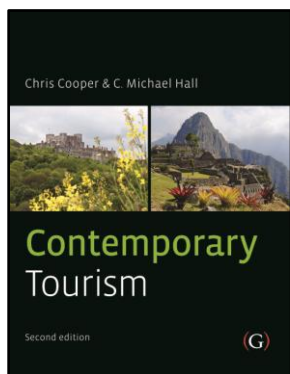
Edited by Ian Yeoman, Victoria University of Wellington, Cathy Hsu, Hong Kong Polytechnic University, Karen Smith, Victoria University of Wellington & Sandra Watson, Napier University

The forthcoming changes in demography will have huge implications on the tourism industry. This book investigates the dimensions of demography in order to demonstrate how tourism, tourism demand, its workforce etc, are changing now and will do so in the future, and investigates the strategies that need to be put in place to combat this change.

November 2010; 256 pp; HB: 978-1-906884-15-4, £45.00

Contemporary Tourism 2/e

Chris Cooper, Oxford Brookes University & C Michael Hall, Canterbury University



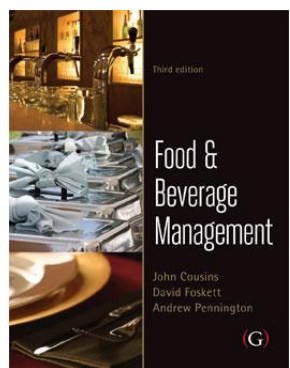
The study of tourism and indeed the tourism industry is changing constantly. Now in its second edition, **Contemporary Tourism: an international approach** presents a new and refreshing approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism. In particular, it highlights the ongoing threats from terrorism and health scares faced by the tourism industry today, and discusses the related security and risk management strategies, illustrating the potential implications for the patterns and flow of tourism in the future.

Divided into five sections, each chapter has a thorough learning structure including chapter objectives, examples, discussion points, self review questions, checklists and case studies. URL links will be heavily present through the text so that users of the e-book or e-chapters can have direct links to up to date sources of information. Cases will be both thematic and destination-based and always international. They will be used to emphasise the relationship between general principles and the practice of tourism looking at areas such as business and special interest tourism and the role of technology. The five sections will cover: Contemporary Tourism Systems; The Contemporary Tourist; The Contemporary Tourist Destination; Tourism Futures; Teaching and Studying Contemporary Tourism. The text will also provide an annotated, authoritative and thorough set of resources to guide the reader through the topic area including online resource sites for both students and lecturers.

September 2012; 400pp

HB: 978-1-906884-51-2 £65.00

PB: 978-1-906884-50-5 £29.99



Food & Beverage Management for the hospitality, tourism & event industries 3/e

John Cousins, The Food & Beverage Company, David Foskett & Andrew Pennington, both University of West London

This third edition of the best selling textbook **Food and Beverage Management** has been updated and revised to take account of current trends within education and the hospitality, tourism and leisure industries. In particular the consideration of food and beverage (or foodservice) operations includes greater account being taken of the management of foodservice operations within a changing business environment.

Key features of the book:

- Clear, user friendly and structured text based on the development of the foodservice cycle
- Content based on the application of systems operations management theory to traditional and current industry practice in food and beverage operations
- Sets the consideration of the management of food and beverage operations within a broader business framework.
- Specially designed to support learning being divided into ten chapters, ideal for semester teaching, with each chapter having identified learning outcomes and the provision of references and additional sources of information, together with supporting PowerPoint presentations
- Written by an experienced team of authors including John Cousins and David Foskett who are recognised authorities in food and beverage operations and culinary arts.

September 2011; 320 pp

HB: 978-1-906884-46-8 £65.00

PB: 978-1-906884-26-0 £29.99



Leadership & Entrepreneurship in the Hospitality Industry

Chris Sheppardson, Chess Partnership with Heather Gibson, Editor of EP Magazine

Many aspire to be leaders and entrepreneurs where they too could set the tone of business. This is particularly true in the hospitality industry where entrepreneurship is a dominant force, yet few people understand what it demands to be a leader in the sector.

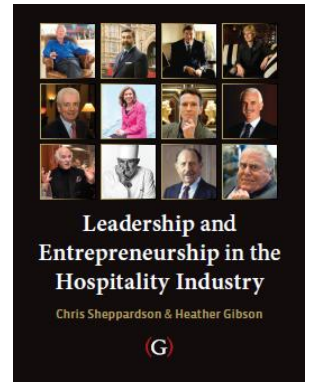
Much has been written over the years about leadership and entrepreneurship; this insightful and widely researched new book is unique however in focusing on the contemporary hospitality industry. The text is based on over 100 in-depth interviews with leading hospitality entrepreneurs in all sectors of the industry internationally. It moves away from a purely theoretical perspective to focus on the practical issues- the skills, attitudes, motivations and decisions of proven entrepreneurs. A highly structured approach gives the reader-

- A clear overview and understanding of what defines an entrepreneur and how they work
 - The historical context of entrepreneurship in the hospitality industry and how is it changing
 - Interviews and case studies revealing the views and insights of successful entrepreneurs themselves
- The book is for executives in hospitality at all levels who want to understand how to assess and implement entrepreneurial and leadership skills in their organisations, for trainers developing the next generation of corporate leaders in the sector, and for all serious students of hospitality who want to understand one of the fundamental driving forces in the industry.

May 2011; 320 pp

HB: 978-1-906884-48-2 £65.00

PB: 978-1-906884-49-9 £29.99



Marketing in Food, Hospitality, Tourism & Events

Richard Tresidder & Craig Hirst, both of Sheffield Hallam University

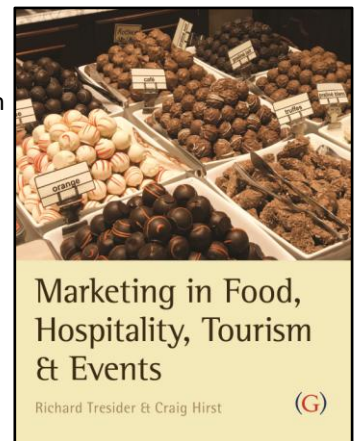
Marketing in Food, Hospitality, Tourism and Events: A Critical Approach provides a unique and critical insight into the marketing process and begins a debate about the nature of the contemporary Food, Tourism, Events & Hospitality Industries. Targeted at final year undergraduate students and master's 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.

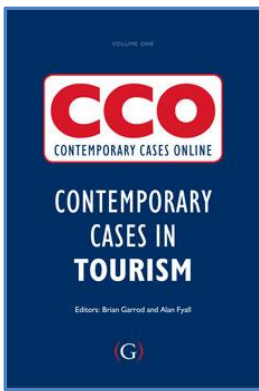
Marketing in Food, Hospitality, Tourism and Events analyses areas such as consumer behaviour, power relations, sustainability, ethics, power, and semiotics and offers a contemporary examination of these industry sectors with experiential aspects of marketing and productive consumption playing an important role throughout. Divided into 11 chapters for easy semester teaching it covers issues such as Consumers, Consumption and Identity, Marketing and the Interpretation Process, Semiotics and the Language of Marketing, Marketing Communications, Marketing Strategy and Reputation, Marketing and Power, and Ethics and Sustainability. It concludes by offering a new approach to marketing within Food, Tourism, Events & Hospitality, synthesising the critical approach offered within this book and traditional approaches to marketing within the sector.

September 2012; 256 pp

HB: 978-1-906884-52-9 £65.00

PB: 978-1-906884-22-2 £29.99





Contemporary Cases in Tourism V1

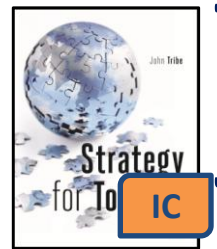
Edited by Brian Garrod, University of Wales, Aberystwyth & Alan Fyall, University of Bournemouth

Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism. Specific cases include: addressing climate change in the tourism industry, branding legacies arising from the South Africa FIFA 2010 World Cup, slow tourism, destination marketing of Dubai, farm tourism and many more. Written by a team of experts who are established in their respective fields, it comprises substantial, in-depth and detailed case studies, written with specific learning objectives in mind.

Contemporary Cases in Tourism: Volume 1 is the first in the Contemporary Cases Series. This is a series of texts which provides cases of comparable quality, focused specifically on the emerging fields of tourism, heritage, hospitality, leisure, retail, events and sport. The Contemporary Cases Series is intended to be dynamic, current and stimulating, delivering cases that are original rather than overworked, flexible rather than formulaic, challenging and controversial rather than prescriptive and conventional. All of the cases in this and future volumes are available for individual download from the [Contemporary Cases Online](http://www.contemporarycasesonline.com) website (see www.goodfellowpublishers.com) and can be purchased in a 'pick and mix' fashion to suit the needs of the reader. The online cases are packed with links to original sources, further readings, websites and in-text hyperlinks. Readers can follow these hyperlinks to obtain further information about the specific concepts, terms, issues and organisations identified in each case. Links can be accessed in the hard copy via QR codes at the end of each case. **September 2011; 256pp, HB: 978-1-906884-53-6 £65.00**

Strategy for Tourism *John Tribe, University of Surrey* An internationally focused text which explains strategic management, analysis and implementation specifically in the tourism industry. It covers strategic management in a variety of tourism contexts. Uses global case studies to provide a complete overview of all the factors required when establishing a strategic plan.

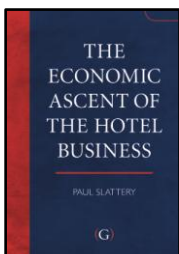
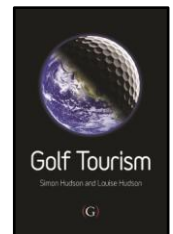
March 2010; 256 pp, HB: 978-1-906884-07-9 £34.99



The Origins of Hospitality & Tourism *Kevin D. O'Gorman, University of Strathclyde* Provides a structured approach and supporting information for those wanting to develop their knowledge and understanding of the phenomenon of hospitality. It examines the origins of hospitality traditions within domestic, civic and commercial contexts and shows how an understanding of this history can inform today's industry. **March 2010; 256 pp, PB: 978-1-906884-08-6 £29.99**

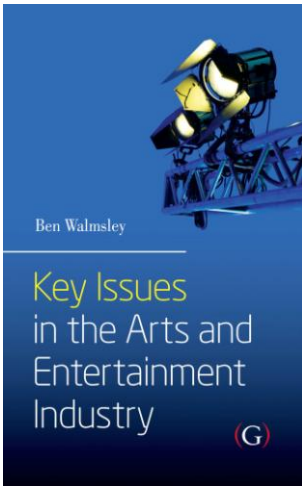
Golf Tourism *Simon Hudson, University of South Carolina & Louise*

Hudson, freelance journalist **Golf Tourism** the first text for both students and practitioners of this vast and growing worldwide industry. Each chapter begins with a Spotlight section which focuses on the achievements of successful individuals or organizations in the golf tourism industry. **January 2010; 296 pp, HB: 978-1-906884-01-7 £45.00**



The Economic Ascent of the Hotel Business

By Paul Slattery, Otus & Company Provides a detailed insight and understanding of the structural development of the economies in which hotels operate and which provide the potential for hotel demand and supply to grow. **July 2009; 256pp, HB: 978-1-906884-03-1 £45.00**



Key Issues in the Arts & Entertainment Industry

Ben Walmsley, Leeds Metropolitan University

“... a must for anyone with a professional interest in the future of the arts and culture.” Roberta Doyle, Director of External Affairs, National Theatre of Scotland

The study of arts and entertainment management is rapidly increasing all over the world. **Key Issues in the Arts & Entertainment Industry** offers a unique addition to the literature by taking an international perspective on the contemporary issues in these rapidly expanding sectors. With an experienced contributing team comprising subject experts from world-class academic and industry-based organisations, this new book covers every major sector of the arts and entertainment industry. Using up-to-date case studies from all over the world, it provides an in-depth critical analysis of hot topics and controversial issues ranging from social networking to cultural leadership.

Divided into 12 chapters for easy semester teaching, each chapter includes an illustrative case study to encourage students to apply their academic learning to real, work-based scenarios, as well as an accompanying PowerPoint lecture presentation and a tutorial discussion sheet to provide maximum ease of use for busy lecturers.

Key Issues in the Arts & Entertainment Industry covers a diverse range of issues, including responsible entertainment, branding arts & entertainment, the rise of home entertainment and intellectual property in the digital age. This text is essential reading for final year undergraduate and Masters level students studying for courses on Entertainment Management, Arts & Cultural Management, and Cultural Policy & Leadership. It is equally valuable for practitioners including chief executives, producers, general managers, marketing managers, consultants, policy makers and board members of arts and entertainment organisations.

April 2011; 256 pp;

HB: 978-1-906884-20-8 £65.00

PB: 978-1-906884-47-5 £29.99

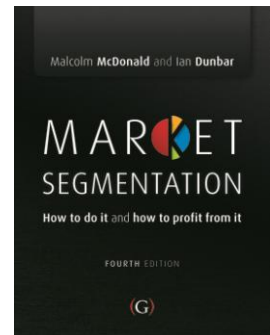


Market Segmentation: How to do it, how to profit from it 4/e

Malcolm McDonald, Cranfield University & Ian Dunbar, The Market Segmentation Company

The fourth edition of the highly influential text provides a structured, no-nonsense approach to getting market segmentation right. It is an essential text for professionals and students based on a wealth of practical experience and packed with examples and easily used checklists.

June 2010; 512 pp; PB: 978-1-906884-18-5, £34.99

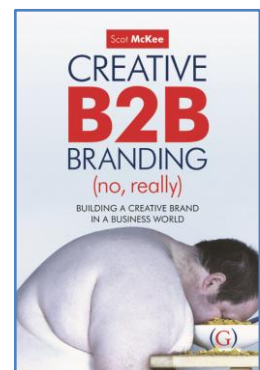


Creative B2B Marketing (no really): building a creative brand in a business world

Scot McKee, Birddog

B2B brand communications have changed little in the last 25 years, until now. This book combines experience, insight, anecdote, observation and example to demonstrate how businesses can dramatically improve their creative communication and the value of their brands.

April 2010; 256 pp; HB: 978-1-906884-12-3; £29.99





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	Cooper: Contemporary Tourism	7	PB	978-1-906884-50-5	£29.99
	Cousins: Food & Beverage Management	7	HB	978-1-906884-46-8	£65.00
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