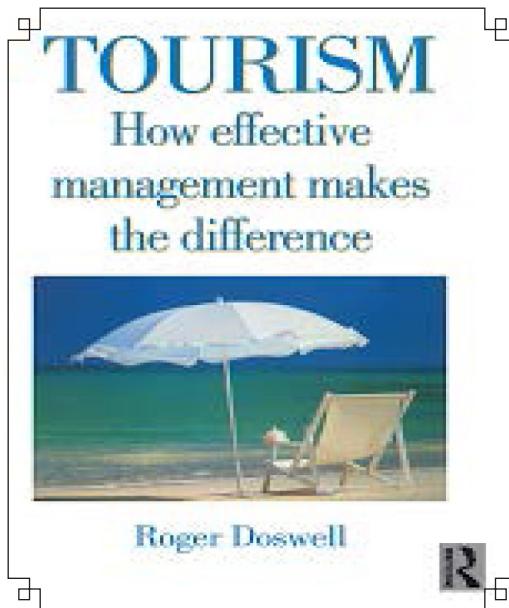


บทวิจารณ์หนังสือ

Tourism How effective management makes the difference

ผู้แต่ง Roger Doswell

นพณพ กิตศรีปัญญา



Doswell presents an essential guide showing which areas of tourism need well-organized management, the influences on the management process and how to manage in a particular setting. This book is divided in three parts. Part 1: the background of tourism management, the history of tourism and the reasons for the rapid growth of each sector. How to construct the tourism planning process, defines the concept concept of marketing and the difference among marketing, promoting and sales. This part will be the issues that relate to public sector organizations and tourism to discuss the

purposes of public administration and to examine the concepts of absorptive capacity and cultural compatibility. Part 2: the tourism's impacts which relate to economy, environment, socio- cultural effects, development issues, and planning and management, and other management criteria. Part 3: the planning and management strategies in the area of managing the GTA (Government Tourism Administration), managing market, managing product development, managing human resources, managing public awareness programmes.

The significances of this book are theories, methods and examples to make this book suitable for general readers including lecturers, students or those who are interested in tourism management. This book also provides the knowledge and understanding about important elements that are related to the tourism management.

Reviewed by Dr. Nonnaporn Kitisripanya (Faculty of Liberal Arts Rajmankhala University of Technology Phranakorn)

ผู้เขียน

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