

Contents

Preface	vii
Editors	ix
Contributors	xi
Introduction: Travel and Operations Management <i>Paul Fallon, Peter Robinson and Harry Cameron</i>	xvii
1 Logistics and Supply Chain Management in Travel Operations <i>Ade Oriade and Harry Cameron</i>	1
2 Business Planning and Strategy <i>Crispin Dale</i>	21
3 Business Operations Management <i>Ade Oriade, Peter Robinson, Steve Gelder and Adesola Osinaike</i>	45
4 Marketing <i>Debra Wale, Sarah Williams and Peter Robinson</i>	65
5 Managing People at Work: The Travel Industry <i>Whyeda Gill-McLure and Jan Firth</i>	103
6 Servicescapes and the Service Encounter <i>Samantha Prior, Lucy Robinson, Peter Robinson and Ade Oriade</i>	133
7 Finance and Funding in the Travel Sector <i>Caroline Wiscombe</i>	154
8 Sustainability and Corporate Social Responsibility for Travel Management <i>Sine Heitmann and Peter Robinson</i>	206
9 Travel, Society and Culture <i>Ghislaine Povey, Roya Rahimi and Sine Heitmann</i>	241
10 Crisis Management and the Future of the Travel Industry <i>Paul Fallon</i>	272
11 Career Development Skills and Strategies in the Travel Industry <i>Ghislaine Povey, Ade Oriade and Sammy Li</i>	293
Index	325