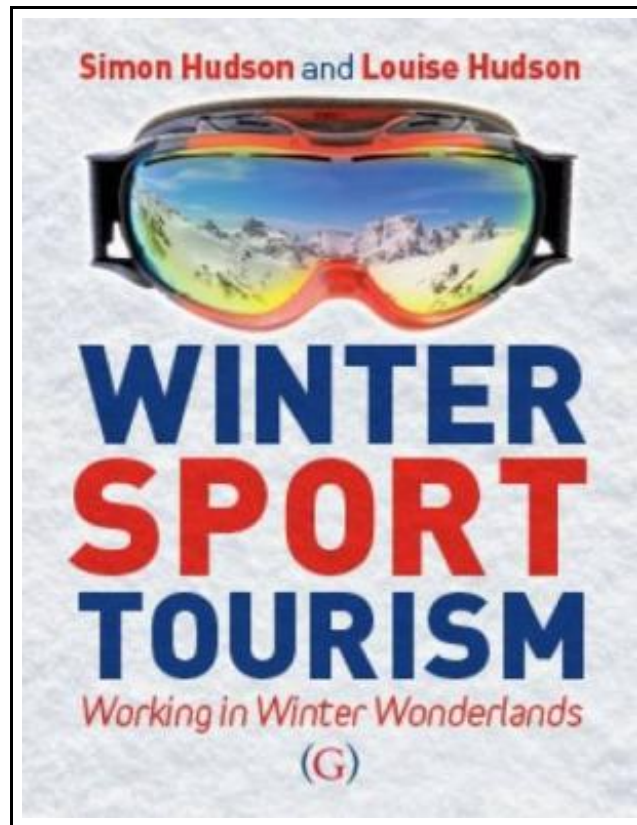


Winter Sport Tourism: Working in Winter Wonderlands



Filesize: 4.48 MB

Reviews

Certainly, this is actually the very best job by any author. it was writtern very flawlessly and beneficial. I found out this publication from my dad and i recommended this ebook to discover.
(Magali Robel)

WINTER SPORT TOURISM: WORKING IN WINTER WONDERLANDS



Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Winter Sport Tourism: Working in Winter Wonderlands, Simon Hudson, Louise Hudson, The snow sports industry has experienced remarkable growth in the last fifty years. It is estimated that there are about 115 million skiers worldwide and around 2,000 ski resorts in 70 countries catering to this growing market. New resorts in Asia and Eastern Europe are competing for these visitors with already well established destinations. But the industry is changing. Technology is having a huge impact on the skiing product and how it is distributed; demographic shifts are affecting the ski industry landscape; and climate change is impacting hills all over the world. Such dramatic changes require a fresh look at this exciting and dynamic industry. Comprised of 12 chapters for easy semester teaching, each chapter follows the theme of 'working in winter wonderlands'. It covers a breadth of issues including: * The evolution of winter sport tourism, with skiing's earliest emergence as a leisure pastime during the mid-nineteenth century in Europe, to the present day; * The winter sport tourism product - the activities, resorts, and supporting industries such as clothing and equipment; * Design and planning for winter sports resorts including management and operations, both on- and off-mountain; * Marketing, public relations and media; * Planning, marketing and leveraging of events in the winter sports industry * Economic, social and environmental impacts of winter sport tourism; * Understanding the consumer, customer service and how to develop a service culture. * The future for the ski industry, how resorts need to cater to the future consumer, and how to deal with seasonality. The book has a sound pedagogic structure, with key chapter features including: * Spotlight' sections focusing on the occupation of a frontline individual in the snow sports industry...



[Read Winter Sport Tourism: Working in Winter Wonderlands Online](#)



[Download PDF Winter Sport Tourism: Working in Winter Wonderlands](#)

Other PDFs

**DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks**

DK Publishing (Dorling Kindersley). Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks, Andrew Donkin, Linda Martin, From blizzards and glaciers on the world's...

[Download ePub »](#)

**Fifty Years Hence, or What May Be in 1943**

Createspace, United States, 2015. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Fifty Years Hence is a quasi-fictional work by Robert Grimshaw, a professional...

[Download ePub »](#)

**Winter: Set 11 : Non-Fiction**

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Winter: Set 11 : Non-Fiction, Monica Hughes, This title is part of Phonics Bug - the first synthetic phonics programme to bring together research-based teaching methods...

[Download ePub »](#)

**My Friend Has Down's Syndrome**

Barron's Educational Series Inc.,U.S. Paperback. Book Condition: new. BRAND NEW, My Friend Has Down's Syndrome, Jennifer Moore-Mallinos, Younger children are normally puzzled when they encounter other kids who suffer from Down's Syndrome. Here is a...

[Download ePub »](#)

**Mom Has Cancer!**

Barron's Educational Series. Paperback / softback. Book Condition: new. BRAND NEW, Mom Has Cancer!, Jennifer Moore-Mallinos, Marta Fabrega, The sensitively written " Letas Talk About It Books " encourage preschool-age and early-grades children to explore...

[Download ePub »](#)