

RECOMMENDED BOOKLIST TOURISM MANAGEMENT 2019/2020

Year 1

Module: Introducing the Tourism Profession	ISBN	Title	Author	Edition
	9781408088432	Tourism: a modern synthesis	Page, S.J.	4
Module: Organisation and Personnel	ISBN	Title	Author	Edition
	9789001850227	Organisation and management: An international approach	Marcus, J., van Dam, N., Medhurst, K. & Perdeck, L.	3
Module: Tourism Marketing	ISBN	Title	Author	Edition
	9781292092898	Principles of marketing - 7th European Edition	Kotler, P.	7
	9781292117522	Essential Guide to Marketing Planning	Burk Wood, P.	4

Module: The Tourism Product	ISBN	Title	Author	Edition
(same book as in Intro. to Tourism Prof.)	9781408088432	Tourism: a modern synthesis	Page, S.J.	4
	9781844801169	Tourism development handbook	Godfrey & Clark	1
English	ISBN	Title	Author	Edition

	9780194579339	English for meetings	Thomson, K.	1
	9780194579360	English for presentations: Student's book pack	Grussendorf, M.	1
	9781292134819	Upper Intermediate Market Leader 3rd edition Extra - Business English Course book	Cotton, D., Falvey, D., Kent, S., Rogers, J.	3

Management Skills	ISBN	Title	Author	Edition
	9781847767042	Management: A Skills Approach - A customised edition*	Hunsaker, P.L	
	9780130352170	Guide to Interpersonal Communication*	Baney, J.	
*Both books (marked with a *) can also be purchased cheaper together in the Stenden Management Skills discount pack.				
	9781781344224	Stenden Management Skills Discount pack		
	9789063693800	Creativity in Business - The Basic Guide for generating and selecting Ideas	Vullings, R., Byttebier, I.	

Research	ISBN	Title	Author	Edition
	9781292115290	Research methods for leisure & tourism	Veal, A.J.	4
	9781847870070	Analysis in Qualitative Research	Hennie R. Boeije	1
	9780273716860	Research Methods for Business Students	Saunders, M., Lewis, P. & Thornhill, A.	5

Business Economics	ISBN	Title	Author	Edition	No books needed
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ICS	ISBN	Title	Author	Edition
	9789023255550	Intercultural Sensitivity. From denial to intercultural competence	Nuñez, Nuñez and Popma	4