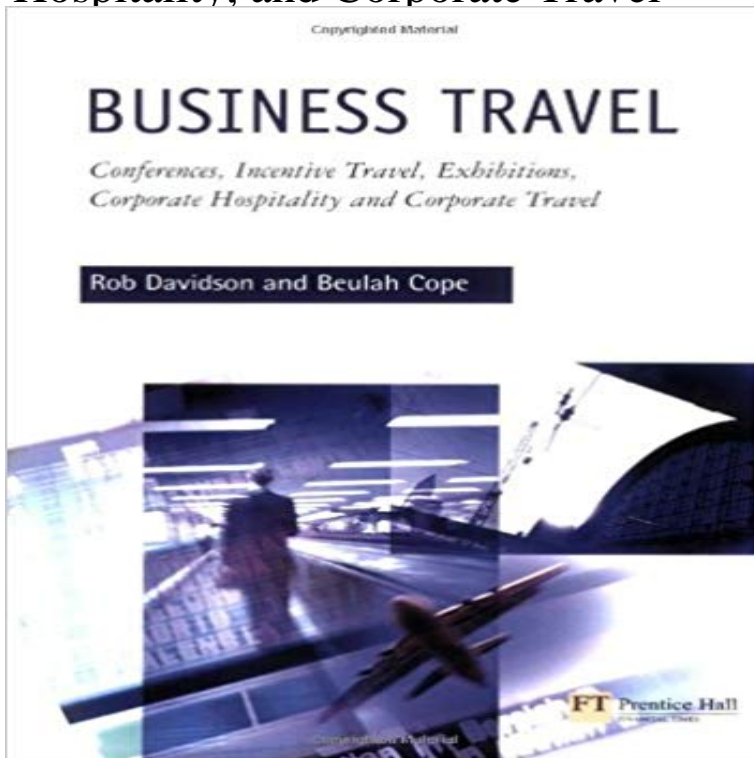


Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Travel



For all undergraduate, postgraduate and diploma students of Travel and Tourism this book provides a comprehensive, in-depth study of the business tourism market worldwide, an analysis of the relevant theoretical issues and a detailed investigation of the practice of managing and organising facilities for the business travel and tourism market. Both theoretical and practical issues are illustrated by extensive case-studies and end-of-chapter discussion questions allow students to test their knowledge and understanding. Readership: A core text for Undergraduate, Postgraduate and Diploma students following courses in Business Travel and Tourism. Suitable for advanced level courses in business travel offered by the Guild of British Travel Agents and practitioners involved in the distribution and/or supply of business travel and tourism services. Supplementary reading for undergraduate Hospitality Management courses.

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