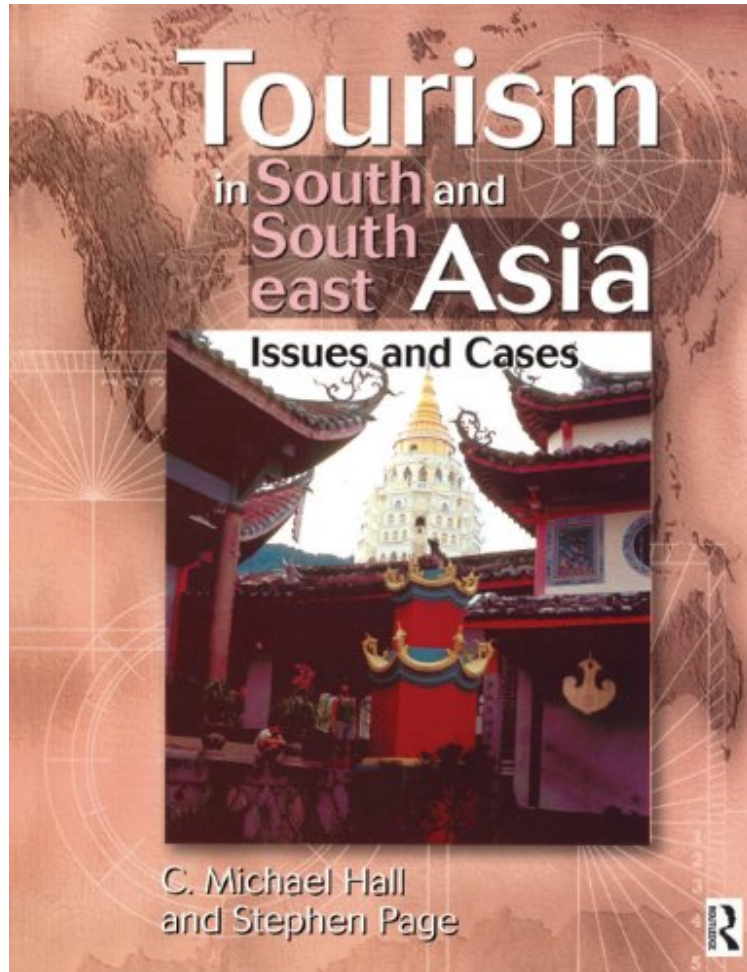


Tourism in South and Southeast Asia

C. Michael Hall, Stephen Page
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'Tourism in South and South East Asia' is a comprehensive and solid introduction to tourism in South and South East Asia with a specific appeal both to institutions in the region, and other institutions who wish to expose students to one of the most dynamic tourism regions in the world. Despite downturns in outbound tourism (due to the current economic crisis), inbound tourism from outside the region has continued to increase with governments placing more emphasis on the economic significance of tourism than ever. 'Tourism in South and South East Asia' is the first tourism book to deal comprehensively with the implications of the Asian economic crisis for tourism. With South and South East Asia set to be the fastest growing area of tourism activity in the world well into the next century, 'Tourism in South and South East Asia' is an essential text for students both within and outside of this region. Dealing with

concepts, themes and issues which are pertinent to tourism development, planning, marketing and management; these two internationally known authors have produced an authoritative text that covers all aspects of this topic through the use of illustrative and relevant case studies.

About the Author Stephen Page is Senior Professor of Sustainable Tourism Management at London Metropolitan Business School. He has worked in the UK, New Zealand, Australia, Ireland and France and has written, edited or contributed to 33 leading books on tourism, a number of which have been sponsored by the tourism sector. He has worked with many private sector and public sector agencies on tourism consultancy in terms of tourism and leisure strategies, feasibility studies, problem-solving including high profile projects such as the Channel Tunnel and Auckland's Sky Tower in New Zealand. He is also an editor of the top Tourism journal, *Tourism Management* published by Elsevier and Series Editor of the Elsevier *Advances in Tourism Research Series*. He is a regular contributor to industry conferences and meetings as a speaker on industry-related topics and has been ranked as one of the top Tourism academics in the UK based on publications in the top three Tourism journals for the 5 year period 2003-2008.