

Tourism in Russia

A Management Handbook (Russian Translation)

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About the Book

Russia, the largest country in the world, has untapped tourism potential. Historic and cultural resources, natural attractions, and business opportunities attract a growing number of visitors to this fast-growing country. The book will appeal to a broad base of students, professors, and practitioners. It addresses tourism as a system, provides essentials of management and marketing, discusses tourism planning and impact management, and proposes strategies and recommendations to improve Russia as an international destination. It is also unique in its approach: it has been written by a group of collaborating authors as part of an EU-funded project that created links between tourism academics from Russia and the European Union. Each chapter was co-written by an international mix of contributors who have worked together on tourism and Russia for two years. This project has been funded with support from the European Commission. It reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



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