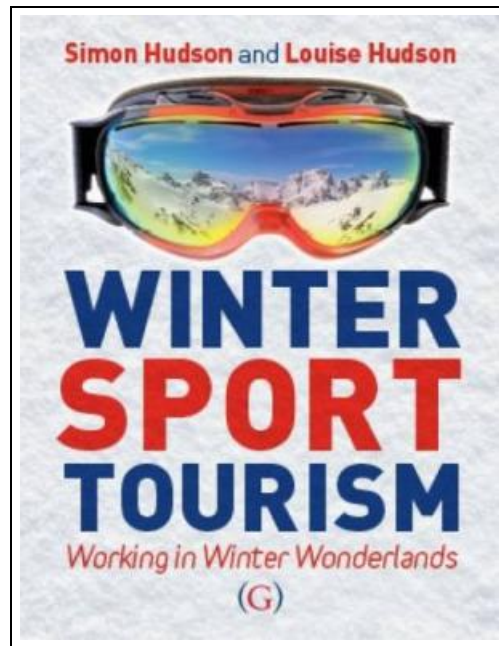


Winter Sport Tourism: Working in Winter Wonderlands (Hardback)



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Reviews

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(Kevin Bergstrom Sr.)

WINTER SPORT TOURISM: WORKING IN WINTER WONDERLANDS (HARDBACK)



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Goodfellow Publishers Limited, United Kingdom, 2015. Hardback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book. 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...



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