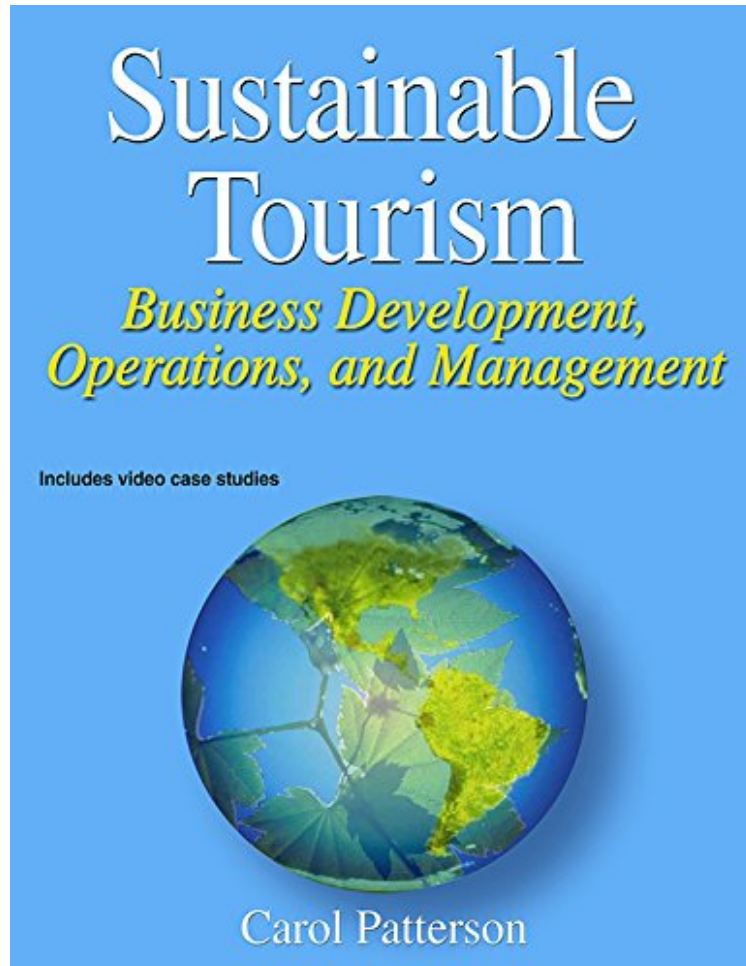


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Sustainable Tourism: Business Development, Operations and Management

Carol Patterson

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Turn your dream of starting a successful sustainable-tourism business into reality. Sustainable Tourism: Business Development, Operations, and Management lays out a road map to launching and building a business in one of today's most exciting industries. It simplifies the process and outlines real-life requirements while clearing the path to success in the cultural, heritage, nature, and adventure fields. Written by an eco-development pioneer, the book offers guidance on developing and implementing a comprehensive sustainable-business plan. From analyzing the market to hiring and training the right people, the text focuses on the principles of both tourism and business. It

prepares those embarking on new careers to tackle the complexity of sustainability issues by thinking like entrepreneurs and acting like business owners. Students and professionals can rely on this text as both a start-up and ongoing implementation reference that will stack the odds of success in their favor.

About the Author Carol Patterson has been an author and consultant of tourism for over 20 years. She has helped numerous small business owners penetrate and advance into North American markets. She has been widely recognized for her pioneering work in tourism, winning awards for cinematography and sound design as well as her vision. Patterson is an adjunct assistant professor of adventure tourism classes at the University of Calgary. She is the author of several books, including *The Business of Ecotourism*, and co-author of *Handle With Care: Developing a Nature Based Tourism Product in the North*. She is also a Travel Media Association of Canada award recipient for the best environmental/responsible tourism feature. Her travel writing has appeared on BBC Travel and Vacay.ca among other publications.