



# Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach, Fourth Edition

*John C. Crossley, Lynn M. Jamieson, Russell E. Brayley*

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Introduction to Commercial Recreation and Tourism is a stepping stone to understanding the scope, characteristics, entrepreneurial strategies and management aspects of commercial recreation and tourism. Topics include the history of commercial recreation, definitions, economic applications, business start-up strategies, financing, marketing, operations management, and global trends. This edition also examines industry profiles for the travel, hospitality, and local commercial recreation industries. The Journal of Park and Recreation Administration viewed the past edition as a "valuable addition to commercial recreation literature."



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