The Internet and Travel and Tourism Education (Paperback)

By Bob McKercher, Gary Williams, William Chernish

Taylor Francis Inc, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Design and implement successful Web-based courses! This wide-ranging book discusses both the micro and macro aspects of using the Internet to enhance your travel and tourism curriculum. The Internet and Travel and Tourism Education offers useful insights for both novices and experienced users. With these suggestions, you can use online resources to contribute to your class objectives. The innovative teaching strategies presented in The Internet and Travel and Tourism Education will not soon become outdated. Instead of being based on fast-changing technical details, such as specific programs, the ideas are rooted in the way information is presented and absorbed. By tapping the power of the Internet, you can find more effective ways to teach the skills and facts your students need. The Internet and Travel and Tourism Education provides helpful advice and information on essential aspects of this powerful tool, including:* Web-based instruction* students perceptions of Internet courses* using the Web to expand content areas* an Internet-based master?s degree program* administrative issues* managing multimedia projects The Internet and Travel and Tourism Education will help you offer the best possible education for your students and stay...

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