

Tourism Hospitality Event Management Springer

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The Study of Food, Tourism Hospitality and Events - Sue Beeton 2018-06-14

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research, scholarship and teaching.

Luxury Tourism - Roland Conrady 2020-10-31

Over the past two decades, through unprecedented levels of prosperity and changing values, luxury tourism has transformed into a new consumption pattern. This book analyzes the topic in detail with contributions from both recognized scientists and prominent executives in the luxury business. It shows how the concept of luxury has shifted from material to immaterial dimensions, and outlines new trends that will shape the luxury market in the future. The content includes carefully selected leading examples from the most important segments of the tourism market, along with concrete recommendations and best practices. Sharing unique insights, the book is a must-read for those working in the tourism industry, as well as lecturers and university students of tourism.

Absolute Essentials of Strategic Marketing - Tony Proctor 2020-05-17

Strategic marketing is a complex topic, and this

short-form textbook illuminates its fundamental elements to provide a bird's-eye view of the field for students of marketing strategy. Focused on the marketing of goods and services, the book highlights how incremental changes in the market environment drive changes to marketing strategies. The author, an experienced marketing expert, uses the concept of 'strategic windows' to facilitate student understanding, looking at how firms can best anticipate and react to opportunities and threats. Enhanced by text features such as essential summaries, focused references and additional online supplements, this very short introduction enables the reader to zero in on the core priorities for strategic marketers. The result is a volume that is valuable reading for marketing students around the world.

Tourist Destination Management - Nazmi Kozak 2019-04-27

This book provides a wide-ranging overview of the current state of tourist destination management and presents important recent research in the field. Contemporary theoretical and methodological approaches to management and marketing are discussed, and innovative practices with respect to both urban and rural destinations are described with the aid of many interesting case studies from across Europe and beyond. In addition, the volume addresses key issues such as governance, cooperation, the use of social media, and sustainability. A variety of influences on tourism development are examined, and efficient strategies for making

destinations distinct are explored. The book will be a welcome addition and update to the existing literature and will be of interest to academics and practitioners alike.

Academic Tourism - João P. Cerdeira Bento
2020-11-03

This book presents the latest knowledge on the still under-researched field of academic tourism, which over the past decade has gained in importance at local and national economic levels as a result of increasing international mobility of students and academic staff in higher education. A wide range of themes are explored from various perspectives, with the focus on Europe. Particular attention is paid to academic tourism demand, expenditure, and economic impact; the relationships between academic tourism and local and regional development, sustainable development, and environmental sustainability; and the importance of academic tourism for the internationalization of higher education and international cooperation and development. Further topics to be considered include the significance of academic tourism for the dynamics of tourism destinations and insights from experimental tourism research. In addition to theoretical chapters and state of the art reviews, readers will find insightful empirical and case studies. The book will be of interest to academics, researchers, students, and practitioners, including policy makers.

Information and Communication Technologies in Tourism 2022 - Jason L. Stienmetz 2022-01-13

This open access book presents the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 29th Annual International eTourism Conference, which assembles the latest research presented at the ENTER2022 conference, which will be held on January 11-14, 2022. The book provides an extensive overview of how information and communication technologies can be used to develop tourism and hospitality. It covers the latest research on various topics within the field, including augmented and virtual reality, website development, social media use, e-learning, big data, analytics, and recommendation systems. The readers will gain insights and ideas on how information and communication technologies can be used in tourism and hospitality. Academics working in the eTourism field, as well

as students and practitioners, will find up-to-date information on the status of research.

European Journal of Tourism Research -
2019-11-22

The European Journal of Tourism Research is an open access academic journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions.

Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 - 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. There are no charges for publication. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism Complete CABI Leisure, Recreation and Tourism ProQuest Research Library The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Generation Z Marketing and Management in Tourism and Hospitality Nikolaos Stylos
2021-05-24

Generation Z (Gen Z) is the demographic cohort also known as Post-Millennials, the iGeneration or the Homeland Generation. Referring to individuals born roughly between the mid-1990s and the early 2000s, they are our youngest consumers, students, colleagues, and voters. Understanding them is a key aspect. In the context of the hospitality and tourism, Gen Z-ers represent the future in human resources, and service production and consumption. This book focuses on the aspirations, expectations, preferences and behaviours related to individuals within this demographic. It critically discusses their dynamism in driving the tourism sector and offers insights into the roles that Gen Z will inhabit as visitors, guests, consumers, employees, and entrepreneurs. This book is a valuable resource for managers, scholars and students interested in acquiring concrete knowledge on how Gen Z will shape the marketing and management of tourism-related services.

Cultural Due Diligence in Hospitality Ventures - Nicole Häusler 2017-04-05

This book introduces readers to a powerful method for cross-cultural due diligence in mergers and organizational collaborations. It employs the context of joint ventures between local communities and companies in the domain of hospitality in emerging tourism destinations. The book first analyzes the impact of cultural diversity in mergers between local communities and the private sector, revealing the characteristics and functions of culture and paying specific attention to the roles of organizational and community cultures in hospitality. In two subsequent methodological chapters the book presents a theoretical framework for cultural due diligence and identifies the principal actors, technical aspects and core principles. On the basis of a separate case study from northern Thailand, the book provides an example of cultural context analysis and presents the findings and results. In a concluding chapter the book presents an outlook on further research and development in this field.

Strategic Innovative Marketing and Tourism in the COVID-19 Era - Androniki Kavoura 2021-03-19

This book presents the latest findings of

researchers from around the globe who presented their work at the 9th International Conference on Strategic Innovative Marketing and Tourism in the Covid-19 era. It provides up-to-date information and discusses current trends, issues, and debates, as well as theoretical and practical research, on strategic innovative marketing and tourism and applications from social media. Topics covered include social media in marketing and tourism hospitality, and strategic tools and techniques developed and implemented by some of the world's leading research labs. In addition, the book brings together work from academia and industry.

Sustainable Finance, Digitalization and the Role of Technology - Bahaaeddin Alareeni 2022-07-13

This book constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of Business & Technology (EMABT), held in Istanbul, between 06-07 November 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management, entrepreneurship, and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, innovation, legal issues, business ethics, and firm governance, managerial accounting and firm financial affairs, non-traditional research, and creative

methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to appreciate.

The Ancestry of Regional Spatial Planning
Louis C. Wassenhoven 2018-09-20

This book is not a historical or archaeological treatise, but rather a study in which the author looks at the past, not as a historian, but as a planner who has the ambition to unravel the early manifestations of his discipline; a discipline which did not exist as such in remote periods, but the ingredients of which were nevertheless present. The author has observed the past equipped with knowledge and understanding of what regional planning was in the second half of the twentieth century and still is. He stands in the period of the first decades after the Second World War, which were the formative years of regional planning, and looks back at bygone ages. He discusses ideas and literature from the immediate post-war period in order to examine the ancestry of regional planning through their lens. The book will attract a broad range of readers because of its approach and its wide coverage of historical periods and world regions. Although Europe is the main focus, the book contains material on all continents and all periods, the ancient world, the medieval age and the modern era. The history of Urban Planning is taught and researched widely, but the history, or pre-history, before the twentieth century, of Regional Spatial Planning is not. This book will fill that vacuum.

Yellow Tourism - Alexis Papathanassis
2018-08-21

This book presents the latest research and novel case studies on crime and corruption in the tourism and hospitality industry. It approaches tourism as both a globalised business impacting the livelihood of millions of people, and a highly challenging field of action for national legislators and law enforcement agencies. The global nature and ubiquity of tourism, as well as the core elements of the holiday experience - such as interactions with unknown environments and places, a care-free mind-set, novelty-seeking

behaviour and anonymity - render it highly susceptible to victimisation, crime and corruption. Accordingly, the book addresses a comprehensive set of emerging issues, including: conflict and fraud during holidays; criminal and negligence offences at tourists' expense; exploitation and mistreatment of service workers; deterioration of heritage, cultural and natural resources; and securitisation of tourism.

Case Based Research in Tourism, Travel, Hospitality and Events
Marianna Sigala 2022

This book consolidates international, contemporary and topical case study based research in tourism, travel, hospitality and events. Case studies can make learning more attractive and interesting as well as enable students to understand the theory better and develop their analytical and problem-solving skills. Using industry as an open living lab, case study based research infuses scholars into real-world industry challenges and inspires them to theorise and advance our knowledge frontiers. The book includes international case studies that can help tourism scholars build and advance (new) theories and enrich their educational practices. Case studies are accompanied with a teaching note guiding scholars to integrate case studies into instruction. Dr Kirsten Holmes, Chair, Council for Australasian Tourism and Hospitality Education (CAUTHE) There is a vital need for contemporary and well-structured case studies for use in tourism teaching. By including case studies from Australasia and key destination regions in Asia, Europe, and the Caribbean, the book is helpful for tertiary teachers globally. Professor Xander Lub, President, EuroCHRIE The book inspires educators and students. The cases provide context to students learning and demonstrate the richness and variation of the industry. The book also clearly demonstrates how research can inform our teaching. Professor Brian King, Chair, THE-ICE Assessment Panel The book includes cases under five themes: experiences, operations, technologies, strategy and marketing, and destinations. The book provides subject lecturers with a structure to guide students of applying theory into practice. Dr Paul Whitelaw, Academic Director, Southern Cross University This book marks a significant

contribution to hospitality, tourism and events pedagogy at undergraduate and postgraduate level. At a time when the industry is demanding that our graduates have a strong grasp of "real world issues", the case study approach provides an accessible, meaningful and relatable means by which students can engage in real world issues.

Events Management - Nicole Ferdinand
2016-10-12

Taking an explicit international approach to the subject, Events Management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector. Written by a high profile international team of editors and contributors, the text features cases spanning Europe, Africa, Asia, Australia and North America, and covers key topics and issues such as fundraising, sponsorship, globalization and sustainability. It also aims to bolster student employability through the inclusion of features such as practical asides, case studies, and a "Diary of an Events Manager" to give students a window into the real life of a practitioner. Brand new to the Second Edition: Three new chapters covering industry-related contemporary developments in social media, events tourism and the future of international events New case studies in every chapter illustrating real-life and diverse practical applications of each topic Updated theory about the critical global issues affecting events and the main drivers of change in the industry A Companion Website featuring links to interactive learning resources, an Instructors manual for lecturers, events-related videos for fun additional educational viewing, and author-selected SAGE journal articles for advanced learning. Suitable for courses in Events Management and International Events Management.

Information and Communication Technologies in Tourism 2018 - Brigitte Stangl
2017-12-22

This book presents the latest research into the application of information and communication technologies within the travel and tourism sectors. Readers will find insightful contributions on a wide range of topics, including digital marketing, social media and

online travel reviews, mobile computing, augmented and virtual reality, gamification, recommender systems, electronic distribution, online education and learning, and the sharing economy. Particular attention is devoted to the actual and potential impact of big data, and the development and implementation of digital strategies, including digital marketing and the digital economy. In addition to the description of research advances and innovative concepts, a number of informative case studies are presented. The contents of the book are based on the 2018 ENTER eTourism conference, held in Jönköping, Sweden. The volume will appeal to all academics and practitioners with an interest in the most recent developments in eTourism.

Service Excellence in Tourism and Hospitality - K. Thirumaran
2021-01-20

Service operations management in the tourism and hospitality industry requires a high level of coordination, communication and facilitation to satisfy visitors. In all of these activities, service excellence means a lot to visitors in terms of their experience, and to the business it means repeat customers and word-of-mouth marketing. Based on fresh empirical evidence from the field, this book captures the different approaches and challenges to service excellence in the Asian tourism and hospitality industry. Focusing on hotels, attractions, transport providers and other segments in tourism and hospitality, this book presents new case studies underlining and detailing global and local travel industry practices. The book is meant as a reference and supplementary reading for students, researchers and industry practitioners.

Tourist Behavior Metin Kozak
2018-04-18

This book examines and analyzes tourism consumption and tourist experiences, employing a systematic and case study-driven perspective. Covering approaches with a wider geographical background, it considers issues like tourism place experience and co-creation, as well as the behavior of tourists on guided tours, at trade shows and exhibitions, and in museums. Dedicated chapters deal with the aspect of customer satisfaction in places such as hotels or restaurants. In closing, the book highlights tourist behavior in the context of cultural heritage, regional and cultural differences and the general frameworks of consumer happiness

and responsibility. Given its focus, the book provides a unique view on the interplay of tourism consumption and tourist experiences, and presents a comprehensive selection of case studies to exemplify and discuss in detail the frameworks covered and the current state of practice.

Big Data and Innovation in Tourism, Travel, and Hospitality - Marianna Sigala 2019-02-26

This book brings together multi-disciplinary research and practical evidence about the role and exploitation of big data in driving and supporting innovation in tourism. It also provides a consolidated framework and roadmap summarising the major issues that both researchers and practitioners have to address for effective big data innovation. The book proposes a process-based model to identify and implement big data innovation strategies in tourism. This process framework consists of four major parts: 1) inputs required for big data innovation; 2) processes required to implement big data innovation; 3) outcomes of big data innovation; and 4) contextual factors influencing big data exploitation and advances in big data exploitation for business innovation.

Cycling and Motorcycling Tourism Anna Scuttari 2019-06-01

This book explores the understanding, description, and measurement of the physical, sensory, social, and emotional features of motorcycle and bicycle journey experiences in tourism. Novel insights are presented from an original case study of these forms of tourism in the Sella Pass, a panoramic road close to the Dolomites UNESCO World Heritage Site. A comprehensive mixed-methods strategy was employed for this research, with concurrent use of quantitative and qualitative methods including documentation and secondary data analysis, mobile video ethnography, and emotion measurement. The aim was to create a holistic knowledge of the features of journey experiences and a new definition of the mobility space as a perceptual space. The book is significant in that it is among the first studies to explore the concept of journey experiences and to develop an interdisciplinary theoretical foundation of mobility spaces. It offers a comprehensive understanding and a benchmarking of the features of motorcycling

and cycling journey experiences, a deeper market knowledge on motorcycling and cycling tourists, and a set of tools, techniques, and recommendations for future research on tourist experiences.

Older Tourist Behavior and Marketing Tools Vania Vigolo 2017-04-07

This book provides an in-depth analysis of the older-tourist market, and of the challenges and opportunities created by population ageing from a tourism marketing perspective, by combining a demand-side and a supply-side approach to older tourists. The book is divided into three parts, the first of which defines older tourists and presents a critical review of segmentation approaches. The second part then focuses on the behavior of older tourists in terms of the travel planning process, the use of information and communication technologies for travel purposes, and accommodation choices. The final part analyzes the marketing strategies and operative practices of three tourism companies that focus on the older-adult market. Practical implications for tourism suppliers willing to target older tourists are derived. The book is intended primarily for academics, researchers, and professionals in the tourism and hospitality industry. In addition, it will be useful for students attending advanced tourism and hospitality courses.

New Frontiers in Hospitality and Tourism Management in Africa Michael Z. Ngoasong 2021-04-26

This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and areas for improvement of H&T organizations in Africa in the digital age. The approach is

multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

A Research Agenda for Urban Tourism - van der Borg, Jan 2022-01-14

This timely Research Agenda explores and proposes critical lines of research to support understanding of the conditions under which urban tourism contributes to the development of urban systems, and what can be done to create and conserve these conditions. Chapters highlight conceptual discussions, concrete case studies and policy reviews to address the issues surrounding the economic, environmental and social impacts of tourism on cities.

Tourism Innovation in Spain and Portugal - João Leitão 2021-09-29

Tourism is one of the sectors that have undergone substantial change for several decades and in particular due to the restrictions and change in national and international policies since the beginning of the COVID-19 pandemic. This book focuses on how tourism has been innovative, especially in light of these changes, by providing new and novel ways of introducing change into the marketplace. The book focuses on Spain and Portugal, thereby offering an interesting perspective as to how the Iberian Peninsula has adapted based on the new market conditions. This book is the first to focus specifically on these countries and offers an economic geography perspective on tourism innovation. This will provide useful and practical information about how a region has hurt but also thrived in times of global turmoil.

Tourism Planning and Destination

Marketing - Mark Anthony Camilleri

2018-11-01

Destination marketing relies on planning, organisation, and successful strategies and tactics. Tourism Planning and Destination Marketing provides an in-depth understanding of the tourism marketing environment, including destination branding, distribution channels, tourism, digital media, and sustainable and responsible tourism practices.

Tourism Innovation - Vanessa Ratten

2019-07-18

Tourism can take many different forms and types but increasingly it is viewed as one of the most innovative industries. This book showcases the innovations in tourism through a creativity, sustainability and technology perspective.

Tourism Innovation: Technology, Sustainability and Creativity addresses the growing use and importance of tourism innovation in society.

Readers of this book will gain a global perspective on how the tourism industry is changing and taking advantage of emerging technologies, which will help them to foresee potential changes in the industry and plan for the future. Tourism innovation is defined as innovating in a cost-efficient manner by taking into account the available resources. Most of the focus on tourism innovation has been on developing countries but it is also used by companies in other locations. This book explores the way in which tourism innovation differs from other types of innovation and offers a creative solution to issues about sustainability and the circular economy. In this vein, it includes chapters addressing issues related to the following but not limited subjects: co-creation in innovation, social issues in innovation, leadership and innovation, forms of innovation, government innovation and innovation research. This book is suitable for tourism industry professionals, researchers and policy experts who are interested in how innovation is embedded in the tourism industry.

Advances in Tourism Technology and Systems

António Abreu 2020-11-19

This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2020), held at the University of Cartagena, in Cartagena de Indias, Colombia, from 29th to 31st October 2020. The book is divided into two volumes, and it covers the areas of technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart

destinations, robotics in tourism, and information systems and technologies.

Strategic Innovative Marketing and Tourism

- Androniki Kavoura 2019-07-03

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2018, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

Car Tourism - Waldemar Cudny 2017-07-05

This book examines the role of cars and the space connected with their production and presentation in tourism development. It describes the role played by experiences and experience societies formed in the 20th c. in the development of contemporary tourism, including tourism related to cars. The book explores the influence of experiencing unusual events, such as car races, car fairs, visits to car industry museums or multifunctional spaces connected with producing and exhibiting cars (e.g. Autostadt or Audi Forum) on the development of a new type of tourism, i.e. car tourism. This kind of tourism is novel in two ways: firstly, it is a new phenomenon in science, as so far it has not been thoroughly studied or described, apart from various short articles. Secondly, this type of tourism has developed on a large scale only in recent years, mainly due to the huge investments made by powerful European car manufacturers (e.g. Autostadt, Audi Forums, Porsche Museum, Lamborghini Museum etc.).

The book presents cars and the spaces related to them as tourist assets (sites, events) and as tourist products that satisfy tourists' needs. Moreover, it connects the issue of car tourism to the marketing strategies of large car manufacturers and discusses the theory of tourism space, highlighting the main tourism spaces in which car tourism develops. It presents multifunctional spaces (factories, adventure centres - Autostadt in Wolfsburg), museums, car exhibitions, and race tracks. In the next chapter, following an introduction to the problem of events, the author describes events related to car tourism, including races, rallies, driving schools and car fairs. The book ends with a summarizing chapter, which includes a model of the function of car tourism as a separate type of tourism, as well as a discussion presenting the main features, advantages and disadvantages of car tourism in the context of the tourism space theory.

Tourism, Hospitality and Digital

Transformation - Kayhan Tajeddini 2019-10-08

Innovation and technological advancements can be disruptive forces, especially for conventional business in the hospitality and tourism industries. This book is timely with its critical examination of such forces and how the two industries should strategize and respond to changes effectively. It examines a wide scope of topics, from environmental scanning, formulation, implementation and evaluation to the way managers make strategy choices for better organizational performance. The book illustrates how companies can re-orient their strategies and appraise the effectiveness of the business; its key competitors; and how they should set business goals through various cases, i.e. different types of hospitality and tourism business from traditional hotels to Airbnb and endeavors to provide strategic conceptual theories with real world application through such case studies.

The Impact of Tourist Activities on Low-Density Territories - Rui Pedro Marques

2021-03-17

This book tackles the question of how tourism development and suitable policies can be used to promote sustainable development in Low-Density Territories (LDTs). The respective chapters, written by prominent experts, identify

the problems associated with LDTs; highlight the comparative advantages of these territories with regard to tourism; propose methodologies for assessing the impact of tourism; and present case studies on the application of sustainable policies in tourism. Given its scope, it will be especially interesting for academics and researchers investigating LDTs and sustainable tourism, and for policymakers interested in developing these territories. LDTs represent an economic challenge, especially because most of them are home to an increasingly ageing population unable to pursue economic development. In these territories, tourism is emerging as an excellent opportunity to promote innovative dynamics, to lure investment, and to attract new people. However, it is important to promote sustainable tourism, which preserves the environment and communities' quality of life. The Chapter "Tourism, immigrants and lifestyle entrepreneurship: The (In)coming of people as a key factor for sustainability of low-density territories - A case study in Portugal" is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

Regional Science Perspectives on Tourism and Hospitality - Mauro Ferrante 2020-12-16

This book approaches the tourism and hospitality industry from a regional science perspective. By analyzing the spatial context of tourist travels, the hospitality sector, and the regional impacts of tourist activities, it demonstrates the value of the regional science paradigm for understanding the dynamics and effects of tourism and hospitality-related phenomena. Written by leading regional science scholars from various countries as well as professionals from organizations such as OECD and AirBnB, the contributions address topics such as migration, new types of accommodation, segmentation of tourism demand, and the potential use of tracking technologies in tourism research. The content is divided into five parts, the first of which analyzes spatial effects on the development of firms in the tourism industry, while the second approaches temporal and spatial variability in tourism through analytical regional science tools. The broader economic and social impacts of tourism are addressed in part three. Part four assesses specific tourism

segments and tourist behaviors, while part five discusses environmental aspects and tourism destination policies. The book will appeal to scholars of regional and spatial science and tourism, as well as tourism specialists and policymakers interested in developing science and evidence-based tourism policies.

Marketing Tourism and Hospitality - Richard George 2021-05-08

This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

Strategic Innovative Marketing and Tourism - Androniki Kavoura 2020-03-09

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event

marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2019, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.
ICTR 2022 5th International Conference on Tourism Research - 2022-05-19

Trends in Tourist Behavior - Andrés Artal-Tur
2019-01-17

This book examines both how tourist behavior is being shaped by the new tourism products and segments that are appearing on the European market and how the tourist experience influences post-trip evaluation of destinations and of tourism and hospitality businesses. On this basis, practical implications and recommendations are highlighted that will help destination management organizations to improve the performance of their destinations and particular businesses. The first part of the book explores visitor engagement with a range of new products relating to sports activities and events, city tourism, wine tourism, and youth tourism. In the second part, the focus is primarily on the ways in which tourist experiences influence subsequent trip recommendations, revisiting attitudes, and reviewing behavior on social media. Other topics to be addressed include the factors affecting tourism expenditure on accommodation in World Heritage Cities and the impacts of experience on the motivation of participants in recreational sports tourism events. The book will be of interest for researchers, industry professionals, under- and postgraduate students, and others who wish to learn about new trends in tourist behavior and emerging tourism products.
Globalization and the Challenges of Public Administration - Haroon A. Khan 2017-12-12
This book is an attempt to understand the challenges of globalization and governance in the public sector. Written from the perspectives of both developed and developing countries, it uses governance and public administration

interchangeably to argue that the tasks of implementation require the cooperation of both the public and private sectors, especially in a rapidly globalizing landscape. It then utilizes statistical analyses to investigate the challenges of globalization in managing human resources, ethics and accountability, sustainability, e-governances, and leadership in the public sector.
Travel Marketing, Tourism Economics and the Airline Product Mark Anthony Camilleri
2017-10-03

This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors. This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares undergraduate students and aspiring managers alike with a thorough exposure to the latest industry developments. "Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry." Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA "This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing." Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong "The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and

direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline operations. Hence, uniquely drawing together these three themes, this book provides a valuable introduction to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector.” Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK “The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature.” C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand “A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity.” Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA “An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education.” Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy “This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall.” Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism

Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands “This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it.” Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK “In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely.” Peter Wiltshier, Senior Lecturer & Programme Leader for Travel & Tourism, College of Business, Law and Social Sciences, University of Derby, UK “This contemporary text provides an authoritative read on the dynamics, interactions and complexities of the modern travel and tourism industries with a necessary, and much welcomed, mixture of theory and practice suitable for undergraduate, graduate and professional markets.” Alan Fyall, Orange County Endowed Professor of Tourism Marketing, University of Central Florida, FL, USA

Travel and Tourism: Sustainability, Economics, and Management Issues - İnci Oya Coşkun 2020-02-13

This book contains the best papers on tourism sustainability, economics and management presented at the 10th Tourism Outlook Conference, held in Sri Lanka from 19 to 21 October 2017 and the 11th Tourism Outlook Conference held in Eskişehir, Turkey from 3-5 October 2018. The papers provide a distinctly multidisciplinary perspective that brings

together experts in the fields of management, economics and tourism to develop and disseminate solutions to emerging issues and challenges related to sustainable tourism and community development. The book provides a platform for cross-disciplinary dialogues that integrate different research and knowledge from diverse geographical, sectoral, and institutional perspectives. Through this approach, readers gain new perspectives to expand their skills and advance their studies and applications in the sustainable development of tourism resources and destinations, especially in developing world contexts.

Competence-Based Innovation in Hospitality and Tourism - Harald Pechlaner
2016-04-14

Dr Pechlaner and Dr Innerhofer, the editors of *Competence-Based Innovation in Hospitality and Tourism*, argue that the industry operates within highly challenging and competitive environments. Changing environmental and market conditions continually force hotel businesses and service providers to offer their customers new and modified products and services, in order to remain competitive; those which respect value perceptions of markets and

sustainable stakeholder reactions. This then raises the question of how innovations within this industry must be developed in order to achieve competitive differentiation. The book demonstrates that the development and analysis of successful innovation strategies should integrate the resource-based view and its advancements, the competence-based view, as well as the dynamic capabilities approach and the relational view. Resource-based strategic management approaches view the firm as a bundle of resources and competences. They point to the importance of firm-specific resources and competences in explaining variations in competitive positions and performance differentiation between companies. The challenge of hospitality and tourism is to develop resources and competences that drive innovations. This book will serve to advance the status quo of tourism research literature by combining innovation theories with network theories and tourism and destination development, by illustrating the development of cooperative competences and innovations in tourism and by showing, in a tailored way, how the challenge of the development of resources and competences that drive innovations in tourism can be managed.