Etourism Case Studies

"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and technology"--Provided by publisher.

Responding to the dual pressures of globalization and economic downturn, communities across the world formerly driven by agriculture and industry are increasingly turning toward tourism as an economic mainstay. In order for industry leaders to compete with the efforts of competitors and savvy marketers, new business models must be defined which allow for the incorporation of e-tourism tools and expansion into the global marketplace. New Business Opportunities in the Growing E-Tourism Industry offers case studies and research that highlights the impact of globalization on travel and tourism and offers solutions to potential problems. Targeting an audience of researchers and business professionals, this volume brings together a diverse international body of scholars and researchers to provide a holistic perspective of future developments in the e-tourism industry. This volume compiles the research and perspectives of researchers and industry professionals, uniting a variety of topics including medical tourism, traffic-management, route-planning, virtual museums, digital spot-hunting via film-mosaic, and tourism for the elderly and disabled.

Tourism Marketing: On Both Sides of the Counter is the fourth successful publication by the team that runs the bi-annual Advances in Tourism Marketing Conference, following its foundation by Prof. Metin Kozak. The current volume contains a selection of the best papers presented at the conference in Maribor, Slovenia, in September 2011. As that year's conference title indicates, it comprises research important for tourism management, by focusing on tourist behaviour with relevance to managerial strategies and operational practices, as well as on business operations, vision and goals, and their impact on tourist experiences. Contributions are clearly arranged into five parts covering topical consumption issues: image, satisfaction, and social and environmental research results. The last two sections cover timely and managerially relevant contributions on tourism ITC, innovation and competitiveness research. The contributions reflect the vibrancy of ATMC and the high calibre of researchers the conference attracts. The book offers itself as a reader for researchers and students of tourism as well as a compelling update on topical research issues in tourism marketing.

Smart systems when connected to artificial intelligence (AI) are still closely associated with some popular misconceptions that cause the general public to either have unrealistic fears about AI or to expect too much about how it will change our workplace and life in general. It is important to show that such fears are unfounded, and that new trends, technologies, and smart systems will be able to improve the way we live, benefiting society without replacing humans in their core activities. Smart Systems Design, Applications, and Challenges provides emerging research that presents state-of-the-art technologies and available systems in the domains of smart systems and AI and explains solutions from an augmented intelligence perspective, showing that these technologies can be used to benefit, instead of replace, humans by augmenting the information and actions of their daily lives. The book addresses all smart systems that incorporate functions of sensing, actuation, and control in order to describe and analyze a situation and make decisions based on the available data in a predictive or adaptive manner. Highlighting a broad range of topics such as business intelligence, cloud computing, and autonomous vehicles, this book is ideally designed for engineers, investigators, IT professionals, researchers, developers, data analysts, professors, and students.

Encyclopedia of Information Science and Technology, Third Edition

Tourism and Technology

International Encyclopedia of Hospitality Management

Tourism Management

Tourism Management, Marketing, and Development

Advances in Crowdsourcing

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them. Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

Workplace technology is evolving at an accelerated pace, driving innovation, productivity, and efficiency to exceedingly high levels. Businesses both small and large must keep up with these changes in order to compete effectively with fellow enterprises. The Handbook of Research on Enterprise 2.0: Technological, Social, and Organizational Dimensions collects the most recent developments in evaluating the technological, organizational, and social dimensions of modern business practices in order to better foster advances in information exchange and collaboration among networks of partners and customers. This crucial reference supports managers and business professionals, as well as members of academia, IT specialists, and network developers in enhancing business practices and obtaining competitive advantage.

Plymouth University academic, Dr Charlie Mansfield approaches literary tourism in this book initially from an historical perspective in order to define the phenomenon through a review of the existing academic literature in the field. The forms of literary tourism are analysed to provide a typology and from this the value of literary tourism is explained both from the visitor's point of view and the destination manager's. Current theories underpinning the existing literature on literary tourism, including Bourdieu's concept of cultural capital are reviewed. To extend the current state of research and to answer the research questions a case study of successful urban literary tourism is identified, in Brittany, France. The uses of French literature in literary tourism are reviewed to provide a sound basis on which to examine French texts and tourist destinations. Novel methods of field research are developed to formalise and to make reproducible the methodology for this study and for future work drawing on, and seeking to combine both literary theory and ethnography. Following a pilot study on the French Riviera the full discovery instruments are designed and applied in fieldwork on the case destination, Concarneau, using the detective novel, The Yellow Dog, which is set in Concarneau. Analysis of the findings from this provide a new contribution to the field of literary theory, in the area of reader interpellation, and answer the research questions in the form of a new set of recommendations for DMOs and tourism stakeholders. From the empirical study that used Web 2.0 social media, only available since 2013, an analysis of which novels do stimulate literary tourism is presented for the first time. Out of the research process new methods have been evolved, and are presented in the conclusion, for the DMO to synthesise and leverage digital resources. This provides DMOs with interpretation processes for its managed heritage to use with its local stakeholders in hotels and in tourism businesses. Finally, an innovative conceptualisation of what constitutes tourism knowledge is proposed.

"...offers a comprehensive collection of the most frequently studies concepts in the field. Within the text, key terms, concepts, typologies and frameworks are examined in the context of the broader social sciences, blending together theory and practice to explore the scope of the subject. Terms covered include: authenticity, destination management, geographies of tourism, hospitality, LGBT tourism, mobility, planning, society and culture, sociology in tourism, tourism strategy. Each entry contextualizes, defines and debates the concept discussed, providing an excellent starting point for those studying tourism for the first time, and a quick reference for those who are more experienced. With case studies, examples and further reading throughout, this text will be invaluable for all undergraduate and postgraduate tourism students."--Cover.

Volume 4, Issue 1, Year: 2011

Tourism Informatics: Visual Travel Recommender Systems, Social Communities, and User Interface Design

Mobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and Applications

Researching Literary Tourism

ETourism Case Studies

Tourism Management: managing for change is a complete synthesis of tourism, from its beginnings through to the major impacts it has on today's global community, the environment and economy. Provocative and stimulating, it challenges the conventional thinking and generates reflection, thought and debate. This bestselling book is now in its third edition and has been fully revised and updated to include complete set of brand new case studies, a new four colour page design to enhance learning and improved online companion resources packed with must have information to assist in learning and teaching. Tourism Management covers the fundamentals of tourism, introducing the following key concepts: * The development of tourism * Tourism supply and demand * Sectors involved: transport, accommodation, government * The future of tourism: including forecasting and future issues affecting the global nature of tourism In a user-friendly, handbook style, each chapter covers the material required for at least one lecture within a degree level course. Written in a jargon-free and engaging style, this is the ultimate student-friendly text, and a vital introduction to this exciting, ever-changing area of study. The text is also accompanied by a companion website packed with extra resources for both students and lecturers, including learning outcomes for each chapter, multiple choice questions, links to sample chapters of related titles and journal articles for further reading, as well as downloadable PowerPoint materials ad illustrations from the text. Accredited lecturers can request access to download additional material by going to http://textbooks.elsevier.com to request access.

ETourism Case Studies bridges the gap in contemporary literature by carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions.Divided into six sections this book explores the newest developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism and supporting discussion and elaboration with the help of thorough pedagogic aids.With contributions from leading global experts both from the industry and academia, each case follows a.

The papers presented in this volume advance the state-of-the-art research on digital marketing and social media, mobile computing and responsive web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment and sharing economy. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in eTourism.

eTourism Case Studies bridges the gap in contemporary literature by carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions. Divided into six sections this book explores the newest developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism and supporting discussion and elaboration with the help of thorough pedagogic aids. With contributions from leading global experts both from the industry and academia, each case follows a rigid structure, with features such as bulleted summaries and review questions, as well as each section having its own thorough introduction and conclusion written by the editors, highlighting the key issues and theories. This is the first book of its kind to bring together cases highlighting best practice and methods for exploiting ICT in the tourism industry, from international market leaders.

New Business Opportunities in the Growing E-Tourism Industry

Handbook of Research on Enterprise 2.0: Technological, Social, and Organizational Dimensions

The SAGE Handbook of Tourism Management

Smart Systems Design, Applications, and Challenges

Information and Communication Technologies in Tourism 2017

Technological, Social, and Organizational Dimensions

eTourism case studies:Routledge

Tourism is one of the most rapidly evolving industries of the 21st century. The integration of technological advancements plays a crucial role in the ability for many countries, all over the world, to attract visitors and maintain a distinct edge in a highly competitive market. The Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications is a pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism. Featuring extensive coverage on relevant areas such as smart tourism, user interfaces, and social media, this publication is an ideal resource for policy makers, academicians, researchers, advanced-level students, and technology developers seeking current research on new trends in ICT systems and application and tourism.

The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. This new edition updates and significantly revises 25% of the entries and has an additional 20 new entries. New online material makes it the most up-to-date and accessible Hospitality Management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from both a sectoral level: Lodging, Restaurants/Food service, Time-share, Clubs and Events as well as a functional one: Accounting & Finance, Marketing, Strategic Management, Human Resources, Information Technology and Facilities Management. Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more crosssectional view across each subject field, or more focused information which looks closely at specific topics and issues within the hospitality industry today.

The European Journal of Tourism Research is an interdisciplinary scientific 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 such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies 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. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Tourism

Technologies, Applications and Management Approaches

Visual Travel Recommender Systems, Social Communities, and User Interface Design

Understanding Tourism Mobilities in Japan

Gamification for Tourism

Proceedings of ICICC 2019, Volume 1

Routledge Handbook of the Tourist Experience offers a comprehensive synthesis of contemporary research on the tourist experience. It draws together multidisciplinary perspectives from leading tourism scholars to explore emergent tourist behaviours and motivations. This handbook provides up-to-date, critical discussions of established and emergent themes and issues related to the tourist experience from a primarily socio-cultural perspective. It opens with a detailed introduction which lays down the framework used to examine the dynamic parameters of the tourist experience. Organised into five thematic sections, chapters seek to build and enhance knowledge and understanding of the significance and meaning of diverse elements of the tourist experience. Section 1 conceptualises and understands the tourist experience through an exploration of conventional themes such as tourism as authentic and spiritual experience, as well as emerging themes such as tourism as an embodied experience. Section 2 investigates the new, developing tourist demands and motivations, and a growing interest in the travel career. Section 3 considers the significance, motives, practices and experiences of different types of tourists and their roles such as the tourist as photographer. Section 4 discusses the relevance of 'place' to the tourist experience by exploring the relationship between tourism and place. The last section, Section 5, scrutinises the role of the tourist in creating their experiences through themes such as 'transformations in the tourist role' from passive receiver of experiences to co-creator of experiences, and 'external mediators in creating tourist experiences'. This handbook is the first to fill a notable gap in the tourism literature and collate within a single volume critical insights into the diverse elements of the tourist experience today. It will be of key interest to academics and students across the fields of tourism, hospitality management, geography, marketing and consumer behaviour.

The papers presented in this volume advance the state-of-the-art research on social media and Web 2.0, electronic tourism marketing, website development and evaluation, search engine marketing and optimization, IT adoption and diffusion, virtual travel communities, mobile technologies, management information systems in tourism, eLearning, recommender systems for tourism businesses and destinations and electronic distribution for hospitality and travel products. This book covers the most significant topics contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

The primary goal of the Communication and Technology volume (5th within the series "Handbooks of Communication Science") is to provide the reader with a comprehensive compilation of key scholarly literature, identifying theoretical issues, emerging concepts, current research, specialized methods, and directions for future investigations. The internet and web have become the backbone of many new communication technologies, often transforming older communication media, through digitization, to make them compatible with the net. Accordingly, this volume focuses on internet/web technologies. The essays cover various infrastructure technologies, ranging from different kinds of hard-wired elements to a range of wireless technologies such as WiFi, mobile telephony, and satellite technologies. Audio/visual communication is discussed with reference to large-format motion pictures, medium-sized television and video formats, and the small-screen mobile smartphone. There is also coverage of audio-only media, such as radio, music, and voice telephony; text media, in such venues as online newspapers, blogs, discussion forums and mobile texting; and multi-media technologies, such as games and virtual reality.

This book attempts to link some of the recent advances in crowdsourcing with advances in innovation and management. It contributes to the literature in several ways. First, it provides a global definition, insights and examples of this managerial perspective resulting in a theoretical framework. Second, it explores the relationship between crowdsourcing and technological innovation, the development of social networks and new behaviors of Internet users. Third, it explores different crowdsourcing applications in various sectors such as medicine, tourism, information and communication technology (ICT), and marketing. Fourth, it observes the ways in which crowdsourcing can improve production, finance, management and overall managerial performance. Crowdsourcing, also known as "massive outsourcing" or "voluntary outsourcing," is the act of taking a job or a specific task usually performed by an employee of a company or contractors, and outsourcing it to a large group of people or a community (crowd or mass) via the Internet, through an open call. The term was coined by Jeff Howe in a 2006 issue of Wired magazine. It is being developed in different sciences (i.e., medicine, engineering, ICT, management) and is used in the most successful companies of the modern era (i.e., Apple, Facebook, Inditex, Starbucks). The developments in crowdsourcing has theoretical and practical implications, which will be explored in this book. Including contributions from international academics, scholars and professionals within the field, this book provides a global, multidimensional perspective on crowdsourcing.

International Conference on Innovative Computing and Communications

Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016

Tourism Marketing
Marketing in Travel and Tourism
Proceedings of the International Conference in Dublin, Ireland, January 21-24, 2014
The Routledge Handbook of Destination Marketing
?The papers presented in this volume advance the state of the art in social media and Web 2.0, electronic tourism marketing, web site and search engine optimization, technology adoption and diffusion, online communities, tourism management and decision support, eLearning, mobile technologies and applications in tourism, recommender systems, e-intermediaries and networks in tourism, customer research in e-tourism and user generated content. The volume collects research papers of prominent scholars from around the world with a disciplinary background in the fields of social or computer sciences. The book covers the most significant topics within the study field of electronic tourism and addresses both, academics and practitioners interested in the latest advances in the electronic travel and tourism domain.
Tourism Management, Marketing, and Development revolves around the implementation of ICT applications in the tourism sector: technology is engendering a major shift both in the performance of individuals and companies involved in the tourism sector and having an impact on the way individuals consume services and enjoy experiences in space and time.
This book presents state-of-the-art research into the application of information and communication technologies to travel and tourism. The range of topics covered is broad, encompassing digital marketing and social media, mobile computing and web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment, and the sharing economy. There is a particular focus on the development of digital strategies, the impact of big data, and the digital economy. In addition to the description of research advances and innovative ideas, readers will find a number of informative industrial case studies. The contents of the book are based on the 2017 ENTER eTourism conference, held in Rome. The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism.
Viewed through a politico-economic lens, Nordic countries share what is often referred to as the 'Nordic model', characterised by a comprehensive welfare state; higher spending on childcare; more equitable income distribution; and lifelong-learning policies. This edited collection considers these contexts to explore the complex nature of tourism employment, thereby providing insights into the dynamic nature, characteristics, and meaning of work in tourism. Contributors combine explorations of the impact of policy on tourism employment with a more traditional human resources management approach focusing on employment issues from an organizational perspective, such as job satisfaction, training, and retention. The text points to opportunities as well as challenges relating to issues such as the notion of 'decent work', the role and contribution of migrant workers, and more broadly, the varying policy objectives embedded within the Nordic welfare model. Offering a detailed, multi-faceted analysis of tourism employment, this book is a valuable resource for students, researchers and practitioners interested in tourism employment in the region.
Tourism Employment in Nordic Countries
Proceedings of the International Conference in Rome, Italy, January 24-26, 2017
Trends, Practices, and Opportunities
Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications
Proceedings of the International Conference in Innsbruck, Austria, January 22-25, 2013
Digital Culture and E-Tourism: Technologies, Applications and Management Approaches
We live in a wireless society, one where convenience and accessibility determine the efficacy of the latest electronic gadgets and mobile devices. Making the most of these technologies—and ensuring their security against potential attackers—requires increased diligence in mobile technology research and development. Mobile Computing and Wireless Networks: Concepts, Methodologies, Tools, and Applications brings together a comprehensive range of voices and research in the area of mobile and wireless technologies, exploring the successes and failures, advantages and drawbacks, and benefits and limitations of the technology. With applications in a plethora of different research and topic areas, this multi-volume reference work benefits researchers, service providers, end-users, and information technology professionals. This four-volume reference work includes a diverse array of chapters and authors covering topics such as m-commerce, network ethics, mobile agent systems, mobile learning, communications infrastructure, and applications in fields such as business, healthcare, government, tourism, and more.
Tourism has often been described as being about 'selling dreams', tourist experiences being conceptualized as purely a marketing confection, a socially constructed need. However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices. The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship. The Handbook is divided in nine inter-related sections: Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists: Part 2 explores macromarketing and tourism: Part 3 deals with strategic issues: Part 4 addresses recent advances in research; Part 5 focuses on developments in tourist consumer behaviour; Part 6 looks at micromarketing; Part 7 moves on to destination marketing and branding issues: Part 8 looks at the influence of technological change on tourism marketing: and Part 9 explores future directions. This timely book offers the reader a comprehensive synthesis of this sub-discipline, conveying the latest thinking and research. It will provide an invaluable resource for all those with an interest in tourism and marketing, encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for Tourism students, researchers and academics as well as those of Marketing, Business, Events Management and Hospitality Management.
This book examines the cutting-edge concept of gamification in tourism. It provides a theoretical foundation for tourism gamification and discusses the concepts of gaming and gamification and their application in the tourism and hospitality industry. The chapters offer valuable insights by showcasing examples of best practice from different countries and addressing key issues of game mechanism and game design principles. They focus on areas such as game design elements, game player types and their motivation, location-based games, augmented reality and virtual reality games. The volume will be useful for students and researchers in tourism marketing, digital tourism, smart tourism and tourism futures. It also serves as a helpful tool for tourism industry practitioners looking to increase customer engagement, enhance loyalty and raise brand awareness.
Marketers have recently witnessed an explosion of technology-based innovation that has profoundly affected their management and strategy. This technology can be a gift – enabling them to get closer to their customers and their needs – or a poisoned chalice, should they fail to keep up with technology innovation and find themselves, or their products, irrelevant. In this book, Eleonora Pantano, Clara Bassano and Constantinos-Vasilios Priporas describe this phenomenon as the 'consumer pull vs technology push' that forces marketing strategists to innovate to survive and thrive. It is a guide to the emerging approaches to marketing prompted by the impact of innovation and technology, in order to help students, scholars and practitioners work innovation and change to their best advantage. Including a wealth of empirical and theoretical contributions, models, approaches methods, tools and case studies, this book is essential reading for marketing strategy, digital marketing, and innovation students, as well as marketing practitioners.
Information and Communication Technologies in Tourism 2014
E-Governance, a Global Journey
eTourism case studies:
The Key Concepts
Big Data and Knowledge Sharing in Virtual Organizations
Volume I: The Importance of Networks and ICTs
"E-governance affects every citizen. New information and communication technologies (ICTs) have made public services easier to access and information easier to obtain; fines and taxes can be processed more rapidly and votes can be counted faster. Channeling the potential of ICTs in the public sector has affected how states, and governments at all levels, do business. It will inevitably shape how they will continue to change in the future. This book has grown out of an executive training program, leading to an Executive Master's degree in e-governance, from Switzerland's âEcole Polytechnique Fâedâerale de Lausanne (EPFL). Participants in this Master's program came from all over the world; from government, the private sector and non-governmental organizations. They were all interested in electronic governance and motivated by the desire to learn from the numerous and varied e-governance experiences worldwide. The 12 chapters have been written by 10 participants, one manager and one professor involved in the program. The book is divided into four sections: e-governance visions; local e-governance; transversal e-governance issues and the future of e-governance. E-governance has already led to many significant changes in the way society operates, and this book provides some insight into how this has been achieved, as well as taking a look at the further developments which may happen in the future."--Publisher's website.
"This book presents innovative research being conducted into Travel Recommender Systems, travel related on-line communities, and their user interface design"--Provided by publisher.
This book includes high-quality research papers presented at the Second International Conference on Innovative Computing and Communication (ICICC 2019), which is held at the VSB - Technical University of Ostrava, Czech Republic, on 21-22 March 2019. Introducing the innovative works of scientists, professors, research scholars, students, and industrial experts in the fields of computing and communication, the book promotes the transformation of fundamental research into institutional and industrialized research and the conversion of applied exploration into real-time applications.
The SAGE Handbook of Tourism Management is a critical, authoritative review of tourism management, written by leading international thinkers and academics in the field. Arranged over two volumes, the chapters are framed as critical synoptic pieces covering key developments, current issues and debates, and emerging trends and future considerations for the field. The two volumes focus in turn on the theories, concepts and disciplines that underpin tourism management in volume one, followed by examinations of how those ideas and concepts have been applied in the second volume. Chapters are structured around twelve key themes: Volume One Part One: Researching Tourism Part Two: Social Analysis Part Three: Economic Analysis Part Four: Technological Analysis Part Five: Environmental Analysis Part Six: Political Analysis Volume Two Part One: Approaching Tourism Part Two: Destination Applications Part Three: Marketing Applications Part Four: Tourism Product Markets Part Five: Technological Applications Part Six: Environmental Applications This handbook offers a fresh, contemporary and definitive look at tourism management, making it an essential resource for academics, researchers and students.
The Routledge Handbook of Tourism Marketing
Concepts, Methodologies, Tools, and Applications
Third International Conference, DSMP 2020, Lviv, Ukraine, August 21–25, 2020, Proceedings
On Both Sides of the Counter
Communication and Technology
European Journal of Tourism Research
The total number of foreign tourists received in countries throughout the world was 530 million in 1995. That number broke through the 1 billion mark for the first time in 2012, at 1,035,000,000. In 2015, it reached 1,180,000,000. According to Anthony Elliott and John Urry, modern society has been characterized as being "mobile", and within that we are also living "mobile lives". In modern society, flows of people, things, capital, information, ideas and technologies are constantly occurring, and as they are merging like a violently rushing stream, what could be termed a landscape of mobilities has appeared. Social realities are in flux and are transforming to become different than they were before. This volume will expand the inquiry of tourism mobilities comprehensively and clearly from the fields of humanities and social sciences. In particular, tourism mobilities has been actively investigated up to now in the UK, US, Europe and Australia, but even though the Japanese body of literature contains a great many excellent studies of Japanese examples, there are almost no English-language articles presenting their results. Publishing examples of Japanese tourism mobilities will not only foster new and exciting lines of inquiry for existing and future research on tourism mobilities, but will also have implications for humanities and social sciences throughout the world.
Part of the Contemporary Review Series. Contemporary Tourism Reviews will provide you with critical, state-of-the-art surveys of all of the major areas of tourism study to people who are coming to a topic for the first time. Written by leading thinkers and academics in the field they provide flexible, current and topical information as an instant download.
Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with cutomers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas new material on the role of e-marketing, motivations and consumer behaviour five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning a companion website: www.elsevierdirect.com/9780750686938, packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learningMarketing in Travel and Tourism provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensible text for all students and lecturers.
Knowledge in its pure state is tacit in nature—difficult to formalize and communicate—but can be converted into codified form and shared through both social interactions and the use of IT-based applications and systems. Even though there seems to be considerable synergies between the resulting huge data and the convertible knowledge, there is still a debate on how the increasing amount of data captured by corporations could improve decision making and foster innovation through effective knowledge-sharing practices. Big Data and Knowledge Sharing in Virtual Organizations provides innovative insights into the influence of big data analytics and artificial intelligence and the tools, methods, and techniques for knowledge-sharing processes in virtual organizations. The content within this publication examines cloud computing, machine learning, and knowledge sharing. It is designed for government officials and organizations, policymakers, academicians, researchers, technology developers, and students.
Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications
Data Stream Mining & Processing
Management and Marketing Issues
Future of Tourism in Asia
Information and Communication Technologies in Tourism 2016
Technology and Innovation for Marketing
This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, The Routledge Handbook of Destination Marketing aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.
"This edition fosters multidisciplinary discussion and research on the adoption of information and communication technologies (ICT) in the contexts of culture and tourism, investigating how emerging technologies and new managerial models and strategies can promote sustainable development for culture and tourism"--Provided by publisher.
This book constitutes the proceedings of the third International Conference on Data Stream and Mining and Processing, DSMP 2020, held in Lviv, Ukraine*, in August 2020. The 36 full papers presented in this volume were carefully reviewed and selected from 134 submissions. The papers are organized in topical sections of ?hybrid systems of computational intelligence; machine vision and pattern recognition; dynamic data mining & data stream mining; big data & data science using intelligent approaches. *The conference was held virtually due to the COVID-19 pandemic.
Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st C. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with cutomers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: Full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas New material on the role of e-marketing, motivations and consumer behaviour Five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning Marketing in Travel and Tourism provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensible text for all students and lecturers. Victor T.C. Middleton, Independent Management Consultant; Visiting Professor, Oxford Brookes Univeristy and University of Central Lancashire, UK Alan Fyall, Reader in Tourism Management in the International Centre for Tourism & Hospitality Research and Deputy Dean Research and Enterprise in the School of Services Management, Bournmouth University, UK. Mike Morgan, Senior lecturer in Leisure and Tourism Marketing

and program leader for MA European Tourism Management, Bournmouth University, UK. With Ashok Ranchhod, BSc, MBA, PHd., Faculty Research Professor, Southampton Business School, UK, FCIM, Senior Examiner for the Strategic Marketing in Practice module and Visiting Professor at Napier University, Southampton University, University of Angers (France) and MICA (India). Full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas New material on the role of e-marketing, motivations and consumer behaviour Five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning A companion website: www.elsevierdirect.com/9780750686938, packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learning
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