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Gamification in Tourism - Roman Egger 2015-09-10
Tourists' expectations are increasingly complex and sophisticated. They are now seeking meaningful and more stimulating experiences from tourism providers. By combining Gamification with Experience Design the Gamification in Tourism book provides a comprehensive and novel approach on how to design such experiences. With its Memorable Experience Design framework and practical case studies the book should help tourism providers shift their thinking as to what they can offer in order to cater to the new needs of their guests.

Open Tourism - Roman Egger 2016-03-02
This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

Innovative Perspectives on Tourism Discourse - Bielenia-Grajewska, Magdalena 2017-08-10
The application of linguistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. It provides an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life. Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry. Featuring extensive coverage on relevant areas such as intercultural communication, adventure travel, and tourism marketing, this publication is an ideal resource for linguists, managers, researchers, economists, and professionals interested in emerging developments in tourism and travel.

The Routledge Handbook of Tourism Impacts - Dogan Gursoy 2019-04-29
This handbook explores and critically examines both positive and negative impacts of tourism development focusing on the past, present and future issues, challenges and trends from a multidisciplinary global perspective. Through a comparative approach involving international case studies, this book explores our understanding of tourism impacts and contributes to the theoretical development on relationships between tourism impacts and community support for tourism development. This handbook focuses on a variety of geographical locations, drawing from the knowledge and expertise of highly regarded academics from around the world. Specifically, it explores the adoption and implementation of various tourism development and impact management approaches in a wide range of global contexts, while identifying their trends, issues and challenges. It addresses strategies relating to innovation, sustainability and social responsibility, and critically reviews the economic, sociocultural, environmental, political and technological impacts of

tourism. The text also identifies future trends and issues, as well as exploring the methods used to study tourism impacts. Conveying the latest thinking and research, this handbook will be a key reference for students, researchers and academics of tourism, as well as development studies, geography, cultural studies, sustainability and business, encouraging dialogue across disciplinary boundaries and areas of study.

Human-Computer Interaction. Interaction Contexts - Masaaki Kurosu 2017-06-28
The two-volume set LNCS 10271 and 10272 constitutes the refereed proceedings of the 19th International Conference on Human-Computer Interaction, HCII 2017, held in Vancouver, BC, Canada, in July 2017. The total of 1228 papers presented at the 15 colocated HCII 2017 conferences was carefully reviewed and selected from 4340 submissions. The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. They cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The papers included in this volume cover the following topics: games in HCI; mobile and wearable interaction; HCI, children and learning; and HCI in complex human environments.

Advances in Social Media for Travel, Tourism and Hospitality - Marianna Sigala 2017-07-20
This book brings together cutting edge research and applications of social media and related technologies, their uses by consumers and businesses in travel, tourism and hospitality. The first section addresses topical issues related to how social media influence the operations and strategies of tourism firms and help them enhance tourism experiences: open innovation, crowdsourcing, service-dominant logic, value co-creation, value co-destruction and augmented reality. The second section of the book looks at new applications of social media for marketing purposes in a variety of tourism-related sectors, addressing crowd-sourced campaigns, customer engagement and influencer marketing. The third section uses case studies and new methodologies to analyze travel review posting and consumption behaviors as well as the impact of social media on traveller perceptions and attitudes, with a focus on collaborative consumption and sharing economy accommodation. Finally, the fourth section focuses on hot topics and issues related to the analysis, interpretation and use of online information and user-generated content for deriving business intelligence and enhancing business decision-making. Written by an international body of well-known researchers, this book uses fresh theoretical lenses, perspectives and methodological approaches to look at the practical implications of social media for tourism suppliers, destinations, tourism policy makers and researchers alike. For these reasons, it will be a valuable resource for students, managers and academics with an interest in information and communication technologies, marketing for tourism and hospitality, and travel and transportation management.

New Knowledge in Information Systems and Technologies - Álvaro Rocha 2019-03-26
This book includes a selection of articles from The 2019 World Conference on Information Systems and Technologies (WorldCIST'19), held from April 16 to 19, at La Toja, Spain. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges in modern information systems and technologies research, together with their technological development and applications. The book covers a number of topics,

including A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human–Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

Smart Tourism as a Driver for Culture and Sustainability - Vicky Katsoni 2019-01-31
This book explores the latest developments in the field of smart tourism, focusing in particular on the important cultural and sustainability synergies that have emerged during the digital era. The aim is to elucidate how ICTs can promote innovation and creativity in the tourism and leisure sector in ways that take into account cultural and social responsibilities, foster sustainable tourism management, and enhance cultural tourism, cultural heritage, and sustainable development. The book is based on the proceedings of the Fifth International Conference of the International Association of Cultural and Digital Tourism (IACuDiT), attended by academics and industry practitioners from cultural, heritage, communication, and innovational tourism backgrounds, and is edited in collaboration with IACuDiT. It will have broad appeal to professionals from academia, industry, government, and other organizations who wish to learn about novel perspectives in the fields of tourism, travel, hospitality, culture and heritage, leisure, and sports within the context of a knowledge society and smart economy in which sustainability is becoming ever more important.

Crowdfunding for Sustainable Entrepreneurship and Innovation - Vassallo, Walter 2016-07-22
Business systems undergo a number of transitions as the needs and demands of society change. With heightened connectivity driven by the development of the Internet, new opportunities for venture development and creation have become available to business owners and entrepreneurs. Crowdfunding for Sustainable Entrepreneurship and Innovation is a pivotal reference source for the latest scholarly research and business practices on the opportunities and benefits gained from the use of crowdfunding in modern society, discussing its socio-economic impact, in addition to its business implications. Featuring current trends and future directions for crowdfunding initiatives, this book is ideally designed for students, researchers, practitioners, entrepreneurs, and policy makers. New financing models such as crowdfunding are democratizing access to credit, offering individuals and communities the opportunity to support, co-create, contribute and invest in public and private initiatives. This book relates to innovation in its essence to anticipate future needs and in creating new business models without losing revenue. There are tremendous unexplored opportunities in crowdsourcing and crowdfunding; two sides of the same coin that can lead to a revolution of current social and economic models. The reading of this book will provide insight on the changes taking place in crowdfunding, and offer strategic opportunities and advantages.

European Journal of Tourism Research - 2017-10-01
The European Journal of Tourism Research is an 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, sociology, psychology, tourism geography, political sciences, mathematics, tourism statistics, tourism anthropology, culture, 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. 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.

Handbook of Research on Urban Tourism, Viral Society, and the Impact of the COVID-19 Pandemic - Andrade, Pedro 2022-06-30
The tourism and hospitality industries have faced major setbacks in recent years as they have had to combat various challenges such as the COVID-19 pandemic and a rapidly evolving global market. In order to ensure these industries are prepared for future crises, further study on the best practices and strategies for handling difficult times and managing growth is critical. The Handbook of Research on Urban Tourism, Viral Society, and the Impact of the COVID-19 Pandemic provides innovative research and perspectives on the revitalization of cultural tourism industries and services by addressing the creation of jobs in the areas of restoration, leisure, and culture. The book also analyzes how the tourism industry has handled global crises in the past and proposes business models for information and knowledge dissemination to appropriately handle disasters. Covering critical topics such as digital media and risk management, this major reference work is ideal for industry professionals, government officials, policymakers, researchers, academicians, scholars, practitioners, instructors, and students.

Science Fiction, Disruption and Tourism - Ian Yeoman 2021-12-20
This book examines science fiction's theoretical and ontological backgrounds and how science fiction applies to the future of tourism. It recreates and invents the future of tourism in a creative and disruptive manner, reconceptualising tourism through alternative and quantum leap thinking that go beyond the normative or accepted view of tourism. The chapters, focusing on areas such as disruption, sustainability and technology, draw readers into the unknown future of tourism – a future that may be disruptive, dystopian or utopian. The book brings a new theoretical paradigm to the study of tourism in a post COVID-19 world and can be used to explore, frame and even form the future of tourism. It will capture the imagination and inspire readers to address tourism's challenges of tomorrow.

Context-based Entrepreneurship - João Leitão 2022
Context plays an important role in entrepreneurship and this is increasingly being acknowledged both in research, practice, and policy considerations. Where, why, and how entrepreneurship occurs can be considered when studying the effects of context. This book focuses on the role of context in entrepreneurship by analyzing different factors, including locational, time-specific, and cultural variables and social conditions. Researchers of entrepreneurship will particularly benefit from the holistic, context-based perspective this book offers.

Open Tourism - Roman Egger 2015-11-13
This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

Social and Psychological Determinants of Value Co-creation in the Digital Era - Ricardo Martinez Cañas 2021-07-21

The Routledge Handbook of Hospitality Management - Ioannis S Pantelidis 2014-03-26
Hospitality is an industry characterised by its complex nature and numerous sectors including hotels, hostels, B&Bs, restaurants, pubs, nightclubs and contract catering. However, despite its segmentation, there are key issues that are pertinent to all subsectors. The Routledge Handbook of Hospitality

Management adopts a strategic approach and explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry's past mistakes as well as future opportunities. Especially relevant at a time when many sectors of the industry have to re - evaluate and reinvent themselves in response to the economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state-of-the-art theoretical reflection and empirical research. Each of the five inter related sections explores and evaluates issues that are of extreme importance to hospitality organisations, many of which have not been adequately explored before: external and internal customers, debates surrounding finance, uncertainty risk and conflict, sustainability, and e-Hospitality and Technology. This book is an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. It is essential reading for students, researchers & academics and managers of Hospitality as well as those of Tourism, Events, Marketing, and Business Management.

Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2019-04-01
Businesses are looking for methods to incorporate social entrepreneurship in order to generate a positive return to society. Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities. Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. It also addresses the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today's enterprises and enhance the potential for growth and change in every community. Highlighting a range of topics such as the social economy, corporate social responsibility, and competitive advantage, this multi-volume book is ideally designed for business professionals, entrepreneurs, start-up companies, academics, and graduate-level students in the fields of economics, business administration, sociology, education, politics, and international relations.

Advances in Crowdsourcing - Fernando J. Garrigos-Simon 2015-05-08
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.

Driving Tourism through Creative Destinations and Activities - Kirá?ová, Alžbeta 2016-12-28
Tourism has become a booming industry within the last few decades, and with the help of many new unique destinations and activities, creative tourism will continue this upward trajectory for the foreseeable future. Tourism helps stimulate economies, decrease unemployment, promote cultural diversity, and is overall a positive impact on the world. Driving Tourism through Creative Destinations and Activities provides a comprehensive discussion on the most unique, emerging tourism topics and trends. Featuring engaging topics such as social networking, destination management organizations, tourists' motivations, and service development, this publication is a pivotal resource of academic material for managers, practitioners, students, and researchers actively involved in the hospitality and tourism industry.

Crowdsourcing: Concepts, Methodologies, Tools, and Applications - Management Association, Information Resources 2019-05-03
With the growth of information technology, many new communication channels and platforms have emerged. This growth has advanced the work of crowdsourcing, allowing individuals and companies in various industries to coordinate efforts on different levels and in different areas. Providing new and unique sources of knowledge outside organizations enables innovation and shapes competitive advantage. Crowdsourcing: Concepts, Methodologies, Tools, and Applications is a collection of innovative research on the methods and applications of crowdsourcing in business operations and management, science, healthcare, education, and politics. Highlighting a range of topics such as crowd computing, macrotasking, and observational crowdsourcing, this multi-volume book is ideally designed for business executives, professionals, policymakers, academicians, and researchers interested in all aspects of crowdsourcing.

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.

Information and Communication Technologies in Tourism 2021 - Wolfgang Wörndl 2021-01-11
This open access book is the proceedings of the International Federation for IT and Travel & Tourism (IFITT)'s 28th Annual International eTourism Conference, which assembles the latest research presented at the ENTER21@yourplace virtual conference January 19–22, 2021. This book advances the current knowledge base of information and communication technologies and tourism in the areas of social media and sharing economy, technology including AI-driven technologies, research related to destination management and innovations, COVID-19 repercussions, and others. Readers will find a wealth of state-of-the-art insights, ideas, and case studies on how information and communication technologies can be applied in travel and tourism as we encounter new opportunities and challenges in an unpredictable world.

Handbook of Technology Application in Tourism in Asia - Azizul Hassan 2022-07-09
It is an undisputed reality that the tourism industry in Asia is getting exposed to more innovative technologies than ever before. This proposed book provides the latest research in the application of innovative technology to the tourism industry, covering the perspectives, innovativeness, theories, issues, complexities, opportunities and challenges. This book, a blend of comprehensive and extensive effort by the contributors and editors, is designed to cover the application and practice of technology in tourism, including the relevant niches. This book focuses on the importance of technology in tourism. This also highlights, in a comprehensive manner, specific technologies that are impacting the tourism industry in Asia, as well as the constraints the industry is facing. The contents of this book deal with distinct topics, such as mobile computing, new product designs, innovative technology usages in tourism promotion, technology-driven sustainable tourism development, location-based apps, mobility, accessibility and so on. A good number of research studies have conducted outlining the contributions and importance of technologies in tourism, in general. However, the tourism industry of Asia so far has attracted very few researchers. Some contributions have been made but not sufficient. Considering the ongoing trend of technology application in the tourism industry in Asia, very few research attempts have been made aiming to explore diverse aspects. Tourism is expanding enormously across the world. which actually creates more demands for effective technologies. This book will be a reading companion, especially for tourism students in higher academic institutions. This book will also be read by the relevant policy planners and industry professionals. Apart from them, this book will be appreciated by expatriate researchers and researchers having keen interest in the Asian tourism industry.

Handbook of Globalisation and Tourism - Dallen J. Timothy 2019-12-27
Globalization entails the world becoming a smaller place through political, socio-cultural and economic processes. These processes have salient implications for tourism, and tourism itself is one of the driving forces behind globalization. This book is a collection of conceptual treatises by international scholars about the dynamics and reach of globalization and its relationships with tourism. It anatomizes and deconstructs the global forces, processes and challenges that face the world of tourism. It is international in scope, encyclopedic in its conceptual depth, empirically evocative, and contemporary in its coverage.

Innovative Computing, Optimization and Its Applications - Ivan Zelinka 2017-11-20
This book presents the latest research of the field of optimization, modeling and algorithms, discussing the real-world application problems associated with new innovative methodologies. The requirements and demands of problem solving have been increasing exponentially and new computer science and engineering technologies have reduced the scope of data coverage worldwide. The recent advances in information communication technology (ICT) have contributed to reducing the gaps in the coverage of domains around the globe. The book is a valuable reference work for researchers in the fields of computer science and engineering with a particular focus on modeling, simulation and optimization as well as for postgraduates, managers, economists and decision makers

ISCONTOUR 2013 - Roman Egger 2013
This are the proceedings of ISCONTOUR 2013 - the first "International Student Conference in Tourism Research", which was held at the Salzburg University of Applied Sciences on the 15th of April 2013.

Handbook of E-Tourism - Zheng Xiang 2022-09
This handbook provides an authoritative and truly comprehensive overview both of the diverse applications of information and communication technologies (ICTs) within the travel and tourism industry and of e-tourism as a field of scientific inquiry that has grown and matured beyond recognition. Leading experts from around the world describe cutting-edge ideas and developments, present key concepts and theories, and discuss the full range of research methods. The coverage accordingly encompasses everything from big data and analytics to psychology, user behavior, online marketing, supply chain and operations management, smart business networks, policy and regulatory issues – and much, much more. The goal is to provide an outstanding reference that summarizes and synthesizes current knowledge and establishes the theoretical and methodological foundations for further study of the role of ICTs in travel and tourism. The handbook will meet the needs of researchers and students in various disciplines as well as industry professionals. As with all volumes in Springer's Major Reference Works program, readers will benefit from access to a continually updated online version.

Animals, Food, and Tourism - Carol Kline 2018-01-31
Food is routinely given attention in tourism research as a motivator of travel. Regardless of whether tourists travel with a primary motivation for experiencing local food, eating is required during their trip. This book encompasses an interdisciplinary discussion of animals as a source of food within the context of tourism. Themes include the raising, harvesting, and processing of farm animals for food; considerations in marketing animals as food; and the link between consuming animals and current environmental concerns. Ethical issues are addressed in social, economic, environmental, and political terms. The chapters are grounded in ethics-related theories and frameworks including critical theory, ecofeminism, gustatory ethics, environmental ethics, ethics within a political economy context, cultural relativism, market construction paradigm, ethical resistance, and the Global Sustainable Tourism Criteria. Several chapters explore contradicting and paradoxical ethical perspectives, whether those contradictions exist between government and private sector, between tourism and other industries, or whether they lie within ourselves. Like the authors in Tourism Experiences & Animal Consumption: Contested Values, Morality, & Ethics, the authors in this book wrestle with a range of issues such as animal sentience, the environmental consequences of animals as food, viewing animals solely as a extractive resource for human will, as well as the artificial cultural distortion of animals as food for tourism marketing purposes. This book will appeal to tourism academics and graduate students as a reference for their own research or as supplementary material for courses focused on ethics within tourism.

Multidisciplinary Perspectives on Cross-Border Trade and Business - Abdul-Talib, Asmat-Nizam 2021-12-10
Cross-border business transactions have become increasingly important due to new norms of conducting business. Cross-border business has led to the emergence of multiple business opportunities and challenges to various stakeholders. Such global reality cannot simply be ignored; thus, business entities that operate across national borders need to fully employ global business strategies to compete and survive in the dynamic global environment. Multidisciplinary Perspectives on Cross-Border Trade and Business captures a multi-faceted outlook on international business phenomena, particularly when cross-border businesses are severely affected by global crises such as the COVID-19 pandemic. This book discusses the perspectives of stakeholders from both developed and developing countries as they handled international crises including the COVID-19 pandemic. Covering topics such as knowledge acquisition, internationalization, and small and medium enterprises, this book is an essential resource for business executives, practitioners, policymakers, graduate and post-graduate students of government or business administration, professors, researchers, and academicians.

Online Communities and Social Computing - A. Ant Ozok 2011-06-24
This book constitutes the refereed proceedings of the 4th International Conference on Online Communities and Social Computing, OCSC 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011 with 10 other thematically similar conferences. The 77 revised papers presented were carefully reviewed and selected from numerous submissions. The papers accepted for presentation thoroughly cover the thematic area of online communities and social computing, addressing the following major topics: on-line communities and intelligent agents in education and research; blogs, Wikis and Twitters; social computing in business and the enterprise; social computing in everyday life; information management in social computing.

The Handbook of Managing and Marketing Tourism Experiences - 2016-11-09
The planning, design, management and marketing of experiences for tourism markets is a major challenge for tourism destinations and providers in a globalized and highly competitive market. This book bridges the gap in contemporary literature by carefully examining the management and marketing of tourism experiences.

Tourist Behaviour - Philip L. Pearce 2019
Comprehensive and accessible, this Companion offers a thorough investigation into both traditional and fresh topics in tourist behaviour and experience. Arranged chronologically, the chapters examine tourist experience from the very idea of a tourist visit to the aftermath of returning home.

Marketing and Managing Tourism Destinations - Alastair M. Morrison 2018-09-06
Marketing and Managing Tourism Destinations is a comprehensive and integrated introductory textbook covering both destination marketing and destination management in one volume. It focuses on how destination management is planned, implemented and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This second edition has been updated to include: • A new chapter on visitor management that includes a section on crisis and disaster management • New material on destination leadership and coordination • New and revised content on digital marketing • New and updated international case examples throughout to show the practical realities and approaches to managing different destinations around the world. It is illustrated in full colour and packed with features to encourage reflection on main themes, spur critical thinking and show theory in practice. Written by an author with many years of industry practice, university teaching and professional training experience, this book is the essential guide to the subject for tourism, hospitality and events students and industry practitioners alike.

Handbook of Research on Cultural Heritage and Its Impact on Territory Innovation and Development - Oliveira, Lídia 2020-11-13
Cultural heritage is perceived as the glue that keeps individuals together and makes them feel a part of something larger. It is the past that allows individuals to understand their present and move towards the future. In networked society, it is impossible to think about cultural heritage and its preservation and maintenance without including the digital processes and ICT systems, as well as its impact on territorial

innovation. The Handbook of Research on Cultural Heritage and Its Impact on Territory Innovation and Development is a critical and comprehensive reference book that analyzes how preservation and sustainability of cultural heritage occurs in countries, as well as how it contributes to territorial innovation. Moreover, the book examines how technological tools contribute to its preservation and sustainability, as well as its dissemination. Highlighting topics that include public policies, spatial development, and architectural heritage, this book is ideal for cultural heritage professionals, government officials, policymakers, academicians, researchers, and students.

Tourism Management - Stephen J. Page 2019-02-26
One of the leading texts in the field, Tourism Management is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject with a global focus. It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide-ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast-growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data, statistics, weblinks to key reports and industry studies. This 6th edition has been revised and updated to include: new content on: sports, festivals and event tourism, including the impact of the Olympic Games, social media impacts on tourism and the growth of medical tourism contemporary issues affecting businesses, such as disruptive technology, the rise of Airbnb, the impact of terrorism on destination instability and safety, and the potential effect of BREXIT updated case studies on BRIC markets and an enhanced focus on Asia as well as emerging markets such as the Middle East and South America enhanced sustainable development coverage highlighting the challenge of climate change and future tourism growth, including new debates such as Last Chance Tourism and overtourism a transport section with more international perspectives from China and South America and globalized transport operators, and a case study on using taxation to limit air travel behaviour an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links.

Creating and Capturing Value through Crowdsourcing - Christopher L. Tucci 2018-03-16
Examples of the value that can be created and captured through crowdsourcing go back to at least 1714 when the UK used crowdsourcing to solve the Longitude Problem, obtaining a solution that would enable the UK to become the dominant maritime force of its time. Today, Wikipedia uses crowds to provide entries for the world's largest and free encyclopedia. Partly fueled by the value that can be created and captured through crowdsourcing, interest in researching the phenomenon has been remarkable. Despite this - or perhaps because of it - research into crowdsourcing has been conducted in different research silos, within the fields of management (from strategy to finance to operations to information systems), biology, communications, computer science, economics, political science, among others. In these silos, crowdsourcing takes names such as broadcast search, innovation tournaments, crowdfunding, community innovation, distributed innovation, collective intelligence, open source, crowdpower, and even open innovation. This book aims to assemble chapters from many of these silos, since the ultimate potential of crowdsourcing research is likely to be attained only by bridging them. Chapters provide a systematic overview of the research on crowdsourcing from different fields based on a more encompassing definition of the concept, its difference for innovation, and its value for both private and public sector.

Analytics in Smart Tourism Design - Zheng Xiang 2016-10-12

This book presents cutting edge research on the development of analytics in travel and tourism. It introduces new conceptual frameworks and measurement tools, as well as applications and case studies for destination marketing and management. It is divided into five parts: Part one on travel demand analytics focuses on conceptualizing and implementing travel demand modeling using big data. It illustrates new ways to identify, generate and utilize large quantities of data in tourism demand forecasting and modeling. Part two focuses on analytics in travel and everyday life, presenting recent developments in wearable computers and physiological measurement devices, and the implications for our understanding of on-the-go travelers and tourism design. Part three embraces tourism geoanalytics, correlating social media and geo-based data with tourism statistics. Part four discusses web-based and social media analytics and presents the latest developments in utilizing user-generated content on the Internet to understand a number of managerial problems. The final part is a collection of case studies using web-based and social media analytics, with examples from the Sochi Olympics on Twitter, leveraging online reviews in the hotel industry, and evaluating destination communications and market intelligence with online hotel reviews. The chapters in this section collectively describe a range of different approaches to understanding market dynamics in tourism and hospitality.

Recent Advances in Information Systems and Technologies - Álvaro Rocha 2017-03-28
This book presents a selection of papers from the 2017 World Conference on Information Systems and Technologies (WorldCIST'17), held between the 11st and 13th of April 2017 at Porto Santo Island, Madeira, Portugal. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges involved in modern Information Systems and Technologies research, together with technological developments and applications. The main topics covered are: Information and Knowledge Management; Organizational Models and Information Systems; Software and Systems Modeling; Software Systems, Architectures, Applications and Tools; Multimedia Systems and Applications; Computer Networks, Mobility and Pervasive Systems; Intelligent and Decision Support Systems; Big Data Analytics and Applications; Human–Computer Interaction; Ethics, Computers & Security; Health Informatics; Information Technologies in Education; and Information Technologies in Radiocommunications.

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.

The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality - Marios Sotiriadis 2018-07-11
This book is a practical handbook for entrepreneurship in tourism related industries. The book will provide students and prospective entrepreneurs with the knowledge, know-how and best practices in order to assist them in planning, implementing and managing business ventures in the field of tourism.