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8th ICSIMAT, Northern Aegean, Greece, 2019

Cultural Due Diligence in Hospitality Ventures

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9th ICSIMAT Conference 2020

Technology, Sustainability and Creativity

Service Excellence in Tourism and Hospitality

7th International Conference of IACuDiT, Hydra, Greece, 2020

The Future of the Industry

Tourism Innovation

Proceedings of the ENTER 2022 eTourism Conference, January 11-14, 2022

Strategic Innovative Marketing and Tourism in the COVID-19 Era

Trends and Best Practices

Marketing Tourism and Hospitality

Tourism, Cultural Heritage and Urban Regeneration

Luxury Yachting

Travel Marketing, Tourism Economics and the Airline Product
The Power of AR and VR for Business
Air Transport and Tourism
Instruments, Products, and Case Studies
Academic Tourism
Case Based Research in Tourism, Travel, Hospitality and Events

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Event Management
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KIERA NEAL

Evaluation Frameworks, Lessons, and
Policy Recommendations Palgrave
Macmillan

This book gathers the proceedings of the 7th International Conference, with the theme Culture and Tourism in a Smart, Globalized and Sustainable World, held on Hydra Island, Greece, on June 17-19, 2020, published with the support of the

International Association of Cultural and Digital Tourism. Highlighting the contributions made by numerous writers to the advancement of tourism research, this book presents a critical academic discourse on sustainable practices in the smart tourism context, improving readers' understanding of, and stimulating future debates in, this critical area. In addition to the knowledge economy and the concept of smart destinations, the book addresses new modes of tourism management and

development, as well as emerging technologies, including location-based services, the Internet of things, smart cities, mobile services, gamification, digital collections and the virtual visitor, social media, social networking, and augmented reality.

Tourist Destination Management Springer

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.

Sports Management as an Emerging Economic Activity Springer Nature

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.

The Impact of Tourist Activities on Low-Density Territories Springer Nature

This book profiles preliminary findings on the impact of COVID-19 on the travel, tourism and hospitality sector. Starting with a narrative relating COVID-19 to the global development agendas, the book proceeds with a focus on global tourism value chains and linkages between COVID-19 and the Sustainable

Development Goals (SDGs). Other perspectives addressed in separate chapters include impacts of COVID-19 on various industries within the global tourism value chain including aviation, airports, cruise ships, car rentals as well as ride and share car services, hotels, restaurants, sporting, pilgrimage and religious tourism, gaming and entertainment, and the stock market. The book also includes chapters on corporate, philanthropic and public donations, as well as tourism economic stimulus packages. It then concludes with a chapter focusing on building back a better tourism sector post-COVID-19 that strongly draws from the Sendai Framework on Disaster Risk Reduction (2015-2030) and the disaster cycle. To this end, this book is suitable as a read

for several professionals in disciplines such as tourism and hospitality studies, economics, sustainable development, development studies, environmental sciences, geography, politics, planning and public health.

Counting the Cost of COVID-19 on the Global Tourism Industry Springer

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.

Tourism Innovation in Spain and Portugal
Springer Nature

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.

An Introduction to Theory and Practice Springer Nature

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.

Cycling and Motorcycling Tourism

Springer Nature

This book examines the sports industry as a broad business and economic sector with an enormous influence on regional economic development. Covering topics such as sports economics, financing sports organizations, sustainability management in sports, sports tourism and doping among athletes, this book provides a timely collection of research and best practices in the areas of sports management and policy. Sports activity is a rapidly growing and evolving industry, offering numerous business opportunities--from the manufacturing of sporting equipment and activity at gyms and sports centers to revenue from sporting events and sport tourism. In order for the varied businesses across the sport industry, whether public or

private, to be successful, proper management strategies and policies must be in place. This includes the knowledge of the industry, strategic planning, sector analysis, quality management and sustainable (economic and environmental) use of resources. Featuring case examples from several countries, including Spain, Turkey, Uruguay, Portugal, and Italy, this volume provides international perspectives on a wide spectrum of managerial issues across this dynamic industry.

Strategic Innovative Marketing and Tourism Springer

This book presents a collection of the latest research in the area of immersive technologies, presented at the International Augmented and Virtual Reality Conference 2018 in Manchester,

UK, and showcases how augmented reality (AR) and virtual reality (VR) are transforming the business landscape. Innovations in this field are seen as providing opportunities for businesses to offer their customers unique services and experiences. The papers gathered here advance the state of the art in AR/VR technologies and their applications in various industries such as healthcare, tourism, hospitality, events, fashion, entertainment, retail, education and gaming. The volume collects contributions by prominent computer and social sciences experts from around the globe. Addressing the most significant topics in the field of augmented and virtual reality and sharing the latest findings, it will be of interest to academics and practitioners

alike.

8th ICSIMAT, Northern Aegean, Greece, 2019 Springer Nature

Urban regeneration is often regarded as the process of renewal or redevelopment of spaces and places. There is a need to look at tourism and urban regeneration with a particular focus on cultural heritage. Cultural heritage consists of tangible heritage (such as historic buildings) and intangible heritage (such as events). The wider need and impact for such work is that places plan for change to keep up with the shifts in demand in the global economy in order for places to maintain a competitive advantage. Moreover, places need to keep up with the pace of global change or they risk stagnation and decline as increased competition is resulting in

increased opportunities and choice for consumers. Each chapter in this book explores a specific form of cultural heritage that is driving change in urban spaces. Intended for a wide readership, the book will appeal to students of urban studies, human geography, heritage studies and international tourism management, as well as experts conducting research in and across these areas.

Cultural Due Diligence in Hospitality Ventures Springer Nature

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. *A Methodological Approach for Joint Ventures of Local Communities and Companies* Springer

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.

7th ICSIMAT, Athenian Riviera, Greece, 2018 Springer

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.

The Study of Food, Tourism, Hospitality and Events Springer

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.

An Analysis of Physical, Sensory, Social, and Emotional Features of Journey Experiences Springer

Case Based Research in Tourism, Travel, Hospitality and Events Springer Nature
Tourist Health, Safety and Wellbeing in the New Normal Springer

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.

[Perspectives on International Mobility in Europe](#) Springer

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.

Older Tourist Behavior and

Marketing Tools Springer Nature

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
Interrelationship, Operations and Strategies Springer Science & Business

Media

While tourism is a key economic generator for many countries, emerging economies are confronted with additional challenges that those well-established destinations in North America, Australia and Europe normally don't have to contend with. The potential for terrorism, political unrest, natural disasters, accidents – not to mention epidemics – have the potential to derail tourism in emerging economies. To mitigate these risks, emerging destinations need well-coordinated management and marketing strategies. However, most texts on tourism destination marketing reflect destinations in more advanced countries. This book acknowledges the fact that emerging tourist destinations

have unique characteristics and challenges, which have implications for destination marketing. Highlighting the marketing challenges, best practices and strategies relevant to emerging economies, this book covers core topics such as image creation and branding, destination marketing during crises and pandemics, market segmentation and the travel decision making process among others. Providing up to date knowledge on an otherwise under-explored topic, this collection is ideal reading for upper-level students, researchers and policymakers.

Marketing Tourist Destinations in Emerging Economies Springer

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.