Advances in Tourism Destination Marketing

Managing networks

Edited by Metin Kozak, Juergen Gnoth and Luisa L. A. Andreu



Advances in Tourism

José Duarte Santos, Bruno Barbosa Sousa, Paulo Botelho Pires

Knowledge Networks and Tourism Michelle McLeod, Roger Vaughan, 2014-11-20 The receipt of knowledge is a key ingredient by which the tourism sector can adjust and adapt to its dynamic environment However although its importance has long been recognised the fragmentation within the sector largely as a result of it being comprised of small and medium sized businesses makes understanding knowledge management challenging This book applies knowledge management and social network theories to the business of tourism to shed light on successful operations of tourism knowledge networks It contributes specifically to understanding a network perspective of the tourism sector the information needs of tourism businesses social network dynamics of tourism business operation knowledge flows within the tourism sector and the transformation of the tourism sector through knowledge networks Social Network Analysis is applied to fully explore the growth and maintenance of tourism knowledge networks and the relationships between tourism sector stakeholders in relation to their knowledge requirements Knowledge Networks and Tourism will be valuable reading for all those interested in successful operations of tourism knowledge networks Knowledge Networks and Tourism Michelle McLeod, Roger Vaughan, 2014-11-20 The receipt of knowledge is a key ingredient by which the tourism sector can adjust and adapt to its dynamic environment However although its importance has long been recognised the fragmentation within the sector largely as a result of it being comprised of small and medium sized businesses makes understanding knowledge management challenging This book applies knowledge management and social network theories to the business of tourism to shed light on successful operations of tourism knowledge networks It contributes specifically to understanding a network perspective of the tourism sector the information needs of tourism businesses social network dynamics of tourism business operation knowledge flows within the tourism sector and the transformation of the tourism sector through knowledge networks Social Network Analysis is applied to fully explore the growth and maintenance of tourism knowledge networks and the relationships between tourism sector stakeholders in relation to their knowledge requirements Knowledge Networks and Tourism will be valuable reading for all those interested in successful operations of tourism knowledge networks

Scotland and Tourism Alastair J. Durie,2017-01-20 Tourism has long been important to Scotland It has become all the more significant as the financial sector has faltered and other mainstays are in apparent long term decline Yet there is no assessment of this industry and its place over the long run no one account of what it has meant to previous generations and continues to mean to the present one of what led to growth or what indeed has led people of late to look elsewhere This book brings together work from many periods and perspectives It draws on a wide range of source material academic and non academic from local studies and general analyses visitors accounts hotel records newspaper and journal commentaries photographs and even cartoons It reviews arguments over the cultural and economic impact of tourism and retrieves the experience of the visited of the host communities as well as the visitors It questions some of the orthodoxies that Scott made

Scott land or that it was charter air flights that pulled the rug from under the mass market and sheds light on what in the Scottish package appealed and what did not and to whom how provision changed or failed to change and what marketing strategies may have achieved It charts changes in accommodation from inn to hotel holiday camp caravanning and timeshare The role of transport is a central feature that of the steamship and the railway in opening up Scotland and later of motor transport in reshaping patterns of holidaymaking Throughout there is an emphasis on the comparative asking what was distinctive about the forms and nature of tourism in Scotland as against competing destinations elsewhere in the UK and Europe It concludes by reflecting on whether Scotland's past can inform the making and shaping of tourism policy and what cautions history might offer for the future This prolific long term analysis of tourism in Scotland is a must read for all those interested in tourism history Automobile Heritage and Tourism Michael V. Conlin, Lee Jolliffe, 2016-12 The Barbados Historic Rally Carnival Island Tourism Policy and Sustainable Development Michelle T. McLeod, 2024-07-11 This insightful and timely book is the first of its kind to explore specific policies issues challenges and practices that will enhance the sustainable development of tourism in island destinations including island nations twin island nations and sub national island jurisdictions SNIJs Islands are faced with a myriad of challenges economic failure natural disasters political upheavals and socio cultural dilemmas Tourism is the most likely means for economic development in many islands and yet specific tailor made policies for an island context have received limited exploration and discussion. The policies explored in this volume include those relating to management marketing governance and sustainable development of the tourism sector in islands This book is go to guide on the topic and the case studies and best practices throughout the book provide practical knowledge and insight The volume posits a concise and logically structured review of island tourism in a post pandemic context exploring specific tourism policies that will contribute to the enhancement of sustainable tourism development in islands particularly those in developing countries This significant book offers insight into best practices and will be of interest to academics researchers policymakers and students of tourism policy planning and sustainable development

Knowledge Transfer To and Within Tourism Noel Scott, Mathilda van Niekerk, Marcella de Martino, 2017-07-20 This volume presents and analyses 17 examples of knowledge transfer from countries around the world to identify future directions for business and government managers and academic researchers Effective Knowledge transfer provides an opportunity to address unprecedented societal environmental and technological change and disruption Positive Tourism Sebastian Filep, Jennifer Laing, Mihaly Csikszentmihalyi, 2016-10-04 Tourism affects millions of individuals numerous societies and environments in multiple nuanced and overlapping ways While it can be viewed as a frivolous leisure pursuit or simply a large industry with potentially destructive impacts it might also be understood in terms of its effects on human fulfilment the good life and greater well being This book calls for positive tourism principally grounded in theories from positive psychology the study of what makes life worth living and the development of a body of knowledge that explains what characterises

optimal tourist experiences what enables host communities to flourish and what encourages workers in tourism to thrive Through original research studies reported in this international volume we aim to further develop this knowledge The intersections between ongoing and traditionally inspired applications of psychology in tourism and this new thrust in psychological inquiry promise to refresh and challenge tourism research This book will appeal to researchers and academics in tourism leisure positive psychology management and related fields as well as graduate students professionals and policy Tourism Resilience and Adaptation to Environmental Change Alan A. Lew, Joseph M. Cheer, 2017-07-31 In recent years resilience theory has come to occupy the core of our understanding and management of the adaptive capacity of people and places in complex social and environmental systems Despite this tourism scholars have been slow to adopt resilience concepts at a time when the emergence of new frameworks and applications is pressing Drawing on original empirical and theoretical insights in resilience thinking this book explores how tourism communities and economies respond to environmental changes both fast natural hazard disasters and slow incremental shifts It explores how tourism places adapt change and sometimes transform or not in relation to their environmental context with an awareness of intersection with societal dynamics and links to political economic and social drivers of change Contributions draw on empirical research conducted in a range of international settings including indigenous communities to explore the complexity and gradations of environmental change encounters and resilience planning responses in a range of tourism contexts As the first book to specifically focus on environmental change from a resilience perspective this timely and original work makes a critical contribution to tourism studies tourism management and environmental geography as well as environmental sciences and development studies Modelling and Simulations for Tourism and Hospitality Jacopo A. Baggio, Rodolfo Baggio, 2020-01-17 This book aims to shed light on the use of various modelling tools and simulation techniques in the domains of tourism and hospitality It offers an essential introduction to the most popular methods used for modelling and simulating systems and phenomena of interest and an overview of these techniques and methods The main concept of each technique and method is examined and case studies and links to free online tutorials and other helpful resources are provided The volume aims to encourage students researchers and practitioners in tourism and hospitality to enhance and enrich their toolbox in order to achieve a better and more profound knowledge of their field The Wiley Blackwell Companion to Tourism Alan A. Lew, C. Michael Hall, Allan M. Williams, 2014-06-03 The Wiley Blackwell Companion to Tourism presents a collection of readings that represent an essential and authoritative reference on the state of the art of the interdisciplinary field of tourism studies Presents a comprehensive and critical overview of tourism studies across the social sciences Introduces emerging topics and reassesses key themes in tourism studies in the light of recent developments Includes 50 newly commissioned essays by leading experts in the social sciences from around the world Contains cutting edge perspectives on topics that include tourism s role in globalization sustainable tourism and the state s role in tourism

development Sets an agenda for future tourism research and includes a wealth of bibliographic references The SAGE Handbook of Tourism Management Chris Cooper, Serena Volo, William C. Gartner, Noel Scott, 2018-08-14 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 **Leveraging Digital Marketing** for Tourism José Duarte Santos, Bruno Barbosa Sousa, Paulo Botelho Pires, 2025-06-16 This edited volume invites readers to explore the convergence of tourism and digital marketing It navigates the intricate relationship between these two domains by elucidating the role of digital marketing across various facets of the tourism industry Each chapter offers a blend of theoretical foundations and practical insights delving into typologies of tourism specific segments of tourists and critical sectors essential to tourism's functionality Through neutral third person narration the volume presents a comprehensive examination showcasing how digital marketing strategies are applied within diverse tourism contexts Rich with examples illustrating theory in practice this work serves as an essential resource for scholars researchers and professionals seeking a deeper understanding of this evolving landscape Tourism and the Creative Industries Philip Long, Nigel D. Morpeth, 2016-05-20 This book focuses on the theoretical policy and practice linkages and disjunctures between tourism and the creative industries There are clear and strong intersections between the sectors for example in the development and application of new and emerging media in tourism festivals and cultural events showcasing the creative identity of place tours and place identities associated with film TV music and arts tourism as well as particular destinations being promoted on the basis of their creative endowments such as theatre breaks art exhibitions and fashion shows Tourism and the Creative Industries explores a variety of relationships in one volume and offers innovative and critical insights into how creative industries and tourism together contribute to place identity tourist experience destination marketing and management The book is aligned with the sectors that have been demarcated by the UK Government Department of Culture Media and Sport as comprising the creative industries advertising and marketing architecture design and designer fashion film TV video radio and photography IT software and computer services publishing and music performing and visual arts The title of this volume

demonstrates how the exclusion of tourism from the creative industries is arguably perverse given that much of the work by destination managers and of private sector tourism is characterised by creativity and innovation Interdisciplinary research and international context bring a broader perspective on how the creative industries operate in varying cultural and policy contexts in relation to tourism This book brings together the parallel and disparate inter disciplinary fields of tourism and the creative industries and will be of interest to students academics and researchers interested in tourism creative industries marketing and management Contemporary Tourism Chris Cooper, C Michael Hall, 2022-11-01 Now in its fifth edition Contemporary Tourism an international approach presents a new and refreshing approach to the study of tourism looking at the far reaching effects that the COVID pandemic has had on the industry and how it has been forced to change or not subsequently Creative Tourism and Sustainable Territories Paula Remoaldo, Juliana Alves, Vitor Ribeiro, 2022-10-11 Creative Tourism and Sustainable Territories Insights from Southern Europe examines the growth and development of this emerging and fast developing area of tourism practice while assessing it s impacts on sustainability and regional Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism Bari, Muhammad Waseem, Shaheen, Sadia, Fanchen, Meng, 2020-04-10 Business tourism is a newly coined terminology in social sciences and management literature It is defined as individuals traveling and staying outside of their hometowns for not more than one successive year for the purpose of enjoyment and other drives e g learning and business activities Key business tourism activities include attending a variety of meetings conferences and workshops as well as exhibitions Understanding the negative and positive aspects of business tourism is essential to promoting employee learning and knowledge transfer skills Accelerating Knowledge Sharing Creativity and Innovation Through Business Tourism is an essential reference source that discusses how differences in cultures communities rituals norms and scope of business tourism could influence knowledge sharing practices Moreover this book promotes an understanding on how to learn from different cultures and enhance absorptive capacity by interacting with different personalities and cultures Featuring research on topics such as knowledge management social capital and consumer behavior this book is ideally designed for business professionals managers administrators hotel executives IT specialists executives entrepreneurs managing directors and students looking to boost their existing skills and expertise with innovation and creativity by interacting with others and in a new context The Role of Pleasure to Improve Tourism Education Alejandra Zuccoli, Maximiliano E. Korstanje, 2023-01-01 This book discusses how pleasure as an emotional motivation can play a leading role in improving the learning of new cognitive skills and abilities Set in a research center orientated to innovate educative techniques for optimizing the learning process this case study is focusing on the power of pleasure joy as a strategy to better the standard education systems in Argentina and beyond This editorial project is based on an efficient experiment known as PANCOE where pre graduate students of tourism bachelor at the University of Palermo Argentina were subject to different pleasurable experiences mainly marked by eating tasting

dishes and non alcohol drinks while cooking and kneading bread pieces PANCOE aims to integrate students senses with their emotions academic performance and digital platforms PANCOE devotes efforts to transforming negative feelings like fear into positive ones like joy As an outcome students who had taken part in PANCOE not only obtained higher degrees but also completed their studies with a bachelor's degree Therefore PANCOE situates as a promising and exciting tourism education method to better the academic performance of low grade students in tourism and to bring creativity to the tourism classroom 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 Cultural Tourism Research Methods Greg Richards, Wil Munsters, 2010 Cultural tourism includes experiencing local culture traditions and lifestyle participation in arts related activities and visits to museums monuments and heritage sites This book reviews a wide range of qualitative and quantitative research methods applied to the field It is suitable for students and researchers in tourism and leisure Tourism and Hospitality Management Metin Kozak, Nazmi Kozak, 2016-09-22 The book addresses topics such as tourism education and its development in the latter part of the twentieth century taking tourism to be a broader field than hospitality

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