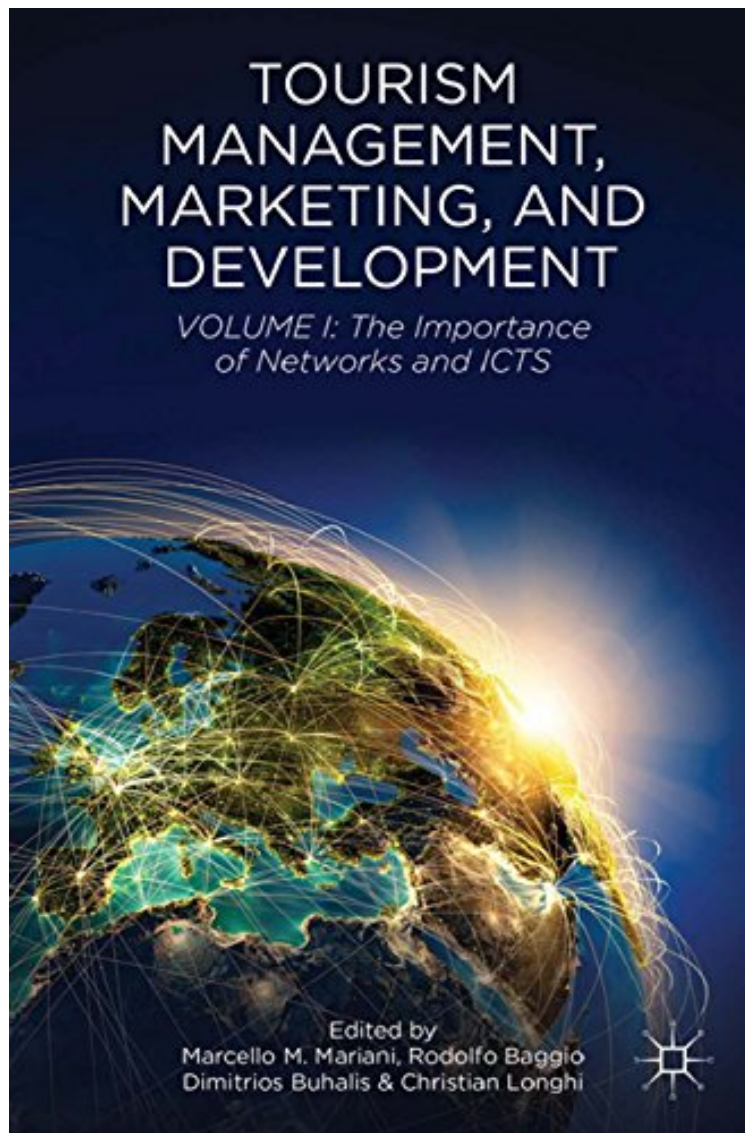


[Download] Tourism Management, Marketing, and Development: Volume I: The Importance of Networks and ICTs: 1

Tourism Management, Marketing, and Development: Volume I: The Importance of Networks and ICTs: 1

From Palgrave Macmillan
*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#3560448 in eBooks 2014-09-04 2014-09-04 File Name: B00O2AC9OE | File size: 27.Mb

From Palgrave Macmillan : Tourism Management, Marketing, and Development: Volume I: The Importance of Networks and ICTs: 1 before purchasing it in order to gage whether or not it would be worth my time, and all praised Tourism Management, Marketing, and Development: Volume I: The Importance of Networks and ICTs: 1:

Tourism Management, Marketing, and Development revolves around the implementation of ICT applications in the tourism sector: technology is engendering a major shift both in the performance of individuals and companies involved in the tourism sector and having an impact on the way individuals consume services and enjoy experiences in space and time.

"The international tourism industry has been experiencing unprecedented challenges in recent years. These challenges require new business concepts and knowledge to manage and operate to meet the global and local needs. The timely introduction of the first volume of Tourism Management, Marketing, and Development benefits readers from better understanding the latest research efforts, which are conducted by some of the world's leading scholars in the field. I would highly recommend this book to practitioners, researchers, educators, and students who are interested in ICTs, networks, and tourism." - Rob Law, Professor, School of Hotel Tourism Management, The Hong Kong Polytechnic University, China "With global economic shocks and a rapidly changing external environment, tourism can no longer be left to the amateur. Successful tourism businesses and destinations must understand and utilise state-of-the-art research and concepts in tourism management. This first volume of Tourism Management, Marketing, and Development draws together an international author team to provide an accessible and authoritative source book for these very approaches. It is therefore a must have volume for practitioners and academics alike." - Chris Cooper, Professor and Dean of the Faculty of Business, Oxford Brookes University, UK "The book offers a compelling look into contemporary tourism management challenges that result from technological advances and a greater emphasis on networked approaches. Both conceptually stimulating and empirically rich, the chapters provide a unique perspective on issues and opportunities that emerge from the ever greater reliance on ICTs and increased recognition of the value of cooptation. A great collection of individual works that together illustrate the complexity of present-day tourism management." - Ulrike Gretzel, Professor, UQ Business School, University of Queensland, Australia

About the Author
Rodolfo Baggio, Bocconi University, Italy
Francesco M. Barbini, University of Bologna, Italy
Dimitrios Buhalis, Bournemouth University, UK
Wojciech Czakon, University of Economics in Katowice, Poland
Katarzyna Czernek, University of Economics in Katowice, Poland
Christel Douyegrave, University of Nice Sophia Antipolis, France
Alessandro Inversini, Bournemouth University, UK
Andres Kuusik, University of Tartu, Estonia
Mika Kylälahti, Lahti University of Applied Sciences, Finland
Christian Longhi, University of Nice Sophia Antipolis, France
Justyna Majewska, Poznan University of Economics, Poland
Marcello M. Mariani, University of Bologna, Italy
Malla Paajanen, Aalto University, Finland
Giulio Pattanaro, University of Turin, Italy
Paweł Piotrowski, University of Economics in Katowice, Poland
Manuela Presutti, University of Bologna, Italy
Franck Sosthacut, University of Nice Sophia Antipolis, France
Margus Tiru, University of Tartu
Positium LBS, Estonia
Jean-Bernard Titz, Dev Help, Telecom Valley, France
Szymon Truskolaski, Poznan University of Economics, Poland
Lucas Viallis, University of Nice Sophia Antipolis, France
Lucrezia Zambelli, University of Bologna, Italy