Table of Contents

Preface ........................................................................................................................................... xviii

Acknowledgement ....................................................................................................................... xxii

Chapter 1
The Impact of Consumer Search Behavior on Search Advertising in the Hotel Industry .......... 1
  Qiang Lu, The University of Sydney, Australia
  Yupin Yang, Simon Fraser University, USA
  Shahriar Akter, University of Wollongong, Australia

Chapter 2
CRM in Tourism: Customer Relationship Management (CRM) .................................................... 16
  Roya Rahimi, University of Wolverhampton, UK
  Vipin K. Nadda, University of Sunderland, UK
  Hui Wang, University of Sunderland, UK

Chapter 3
Advent of Information Technology in the world of Tourism ......................................................... 44
  Vishak Ramesh Iyer, JIS College of Engineering, India
  Nilanjan Dey, Bengal College of Engineering & Technology, India
  Sayan Chakraborty, Bengal College of Engineering & Technology, India

Chapter 4
Sustainable Tourism Marketing Strategy: Competitive Advantage of Destination ..................... 54
  Alžbeta Királová, University College of Business in Prague, Czech Republic

Chapter 5
The Augmented Reality Marketing: A Merger of Marketing and Technology in Tourism .......... 78
  Sumesh S. Dadwal, Glyndwr University London Campus, UK
  Azizul Hassan, Cardiff Metropolitan University, UK

Chapter 6
Innovating Ansoff Growth Strategies in the Hotel Industry in Ghana ........................................ 97
  George K Amoako, Central University College, Ghana
  Felicia De Heer, Central University College, Ghana
  Rebecca Baah-Ofori, University of Professional Studies, Ghana
Chapter 7
Smart Technologies: Augmented Reality Applications in Tourism Marketing ........................................ 116
Evrím Çeltek, Gaziosmanpasa University, Turkey

Chapter 8
Potentials of Wineries as Tourism Destinations in India ........................................................................ 133
M. K. Dash, Faculty- Institute of Hotel Management, India

Chapter 9
A Comparative Study of an Innovative Marketing Strategies Adopted by Mahindra Holidays and
Resorts (India) Ltd. (MHRIL) and Sterling Holidays Resorts (India) Ltd. (SHRIL) .......................... 157
Jayrajsinh Jadeja, University of Baroda, India
Kedar Shukla, Rofel College, India

Chapter 10
The Role of Marketing Strategies in the Tourism Industry ................................................................. 174
Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 11
Tourism Marketing in Developing Countries .................................................................................... 195
Nermeen Atef Ahmed Hegazy, Cairo University, Egypt

Chapter 12
Experiential Tourist Products: The Role of Servicescape ............................................................... 211
Sonia Ferrari, University of Calabria, Italy

Chapter 13
Tourism Motivational Factors in Bhutan: An Empirical Study ....................................................... 231
Nilanjan Ray, Royal Thimphu College, Bhutan

Chapter 14
A Birds Eye Views on Leisure Services .......................................................................................... 242
P. N. Raghunathan, Bharathiar University, India.

Chapter 15
Regional Sustainable Development: Cultural Tourism in the Southern Jalisco, México ............ 259
José G. Vargas-Hernández, University of Guadalajara, México

Chapter 16
Tourist Inflow in a Temple City: A Study of Cultural Tourism in Bishnupur, India .................... 305
Atanu Sengupta, University of Burdwan, India.
Anirban Hazra, University of Burdwan, India.
Chapter 17
How Can a Regional Theme Park Survive in China? Studying Strategies used by Wuhu Fantawild Dreamland................................................................. 322

Jing (Bill) Xu, The Hong Kong Polytechnic University, China
Wei Yuan, Hainan University, China
Erdogan H. Ekiz, King Abdulaziz University, Saudi Arabia
Doris Shuk-ting Lo, School for Higher and Professional Education, Vocational Training Council, China

Chapter 18
Giving Brand Image to a Nation: A Proposed Framework ......................................................... 339

Bintang Handayani, Universiti Utara Malaysia, Malaysia
Basri Rashid, Universiti Utara Malaysia, Malaysia

Chapter 19
Role of Tourism Industry in Employment Generation: A Case Study of Nagaland ................ 359

Thangasamy Esakki, Nagaland University

Compilation of References ............................................................................................................... 369

About the Contributors .................................................................................................................. 415

Index............................................................................................................................................... 423