# Table of Contents

Preface ............................................................................................................................................... xv

Acknowledgment .......................................................................................................................... xxi

Chapter 1
Systems Approach as a Creative Driving Force for a Tourism Destination ........................................... 1  
*Tadeja Jere-Jakulin, University of Primorska, Slovenia*

Chapter 2
Tourists’ Motivations and Repeater Segments in Japanese Spa Destinations ......................................... 20  
*Hiromi Kamata, Shukutoku University, Japan*

Chapter 3
An Exploratory Study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania .................................................................................................................. 45  
*Androniki Kavoura, Technological Educational Institute of Athens, Greece*
*Florin Nechita, Transilvania University of Brasov, Romania*

Chapter 4
Creativity as a Tool of Tourism Development ......................................................................................... 67  
*Alžbeta Királová, University College of Business in Prague, Czech Republic*

Chapter 5
Marketing Communication of SMEs Acting in Creative Tourism .............................................................. 94  
*Petra Koudelková, Charles University in Prague, Czech Republic*

Chapter 6
Creative Tourism in Successful Destination Management as a Solution of Systemic Crisis in Slovak Tourism ........................................................................................................................................... 116  
*Andrej Malachovský, Matej Bel University in Banská Bystrica, Slovakia*
Chapter 7
Policies and Skills for Creative Tourism in Emerging Destinations of the Adriatic: Istria, Apulia, and Albania.......................................................... 138
  Salvatore Giuseppe Maria Messina, Fondacioni Europa, Albania
  Blerina Korreshi Gega, Fondacioni Europa, Albania
  Juan Ignacio Pulido-Fernández, University of Jaén, Spain

Chapter 8
Doing, Using, Interacting: Towards a New Understanding of Tourism Innovation Processes........ 165
  Sara Nordin, ETOUR, Sweden & Uppsala University, Sweden
  Anne-Mette Hjalager, University of Southern Denmark, Denmark

Chapter 9
Social Media and Creativity: How to Engage Users and Tourists................................. 181
  Antonín Pavlíček, University of Economics, Czech Republic

Chapter 10
Innovation in Tourism Service Development in Budapest: The Creative Synergy of Literature and Gastronomy ................................................................. 203
  Tamara Rátz, Kodolányi János University of Applied Sciences, Hungary

Chapter 11
Enhancing Coopetition Among Small Tourism Destinations by Creativity...................... 223
  Francesco Redi, Fondacioni Europa, Albania

Chapter 12
Driving Tourism Through Sport Event in the Lipno Region: First Summer Olympic Park in the Czech Republic ................................................................. 245
  Petr Studnička, The Institute of Hospitality Management in Prague, Czech Republic
  Pavel Attl, The Institute of Hospitality Management in Prague, Czech Republic

Chapter 13
Using Social Networks to Create and Share Experiences in Creative Tourism................ 260
  Róbert Štefko, University of Prešov in Prešov, Slovakia
  Martin Mudrík, University of Prešov in Prešov, Slovakia

Chapter 14
Creative Tourist Experience: Role of Destination Management Organizations ............... 278
  Amitabh Upadhya, Skyline University College, UAE
  Mohit Vij, Skyline University College, UAE

Chapter 15
Creativity as a Driver of Tourism Growth................................................................. 299
  Ewa Wszendybył-Skulska, Jagiellonian University, Poland