Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications (3 Vols.)

Information Resources Management Association (USA)

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are looking to exploit these local treasures for the benefit of the travelers who come to see them.

Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

Topics Covered:
- Cultural Heritage
- Destination Branding
- Ecotourism
- Hospitality Marketing
- Hotel Industry
- Medical Tourism
- Tourism Development
- Tourist Management
- Virtual Tourism

Print: US $2,395.00 | Perpetual: US $3,595.00
Print + Perpetual: US $4,790.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Information Resources Management Association (IRMA) is a research-based professional organization dedicated to advancing the concepts and practices of information resources management in modern organizations. IRMA's primary purpose is to promote the understanding, development and practice of managing information resources as key enterprise assets among IRM/IT professionals. IRMA brings together researchers, practitioners, academicians, and policy makers in information technology management from over 50 countries.
Section 1: Fundamental Concepts and Theories

Chapter 1
The Building and Management of the Nation Brand:
Agnieszka Wilczak (University of Warsaw, Poland)
Monika Skorek (University of Warsaw, Poland)

Chapter 2
Cultural Product Management from Environment to Territorial Context:
Maria Antonella Ferri (Università Mercatorum, Italy)
Gandolfo Dominici (University of Palermo, Italy)
Gianpaolo Basile (University of Salerno, Italy)
Lucia Alcino (Università Mercatorum, Italy)

Chapter 3
Tourism Marketing:
Sujana Adapa (University of New England, Australia)

Chapter 4
A Business Model for Accessible Tourism:
Maria Antonella Ferri (Università Mercatorum, Italy)

Chapter 6
Customer-Centric Strategies in Place Marketing:
Gianluigi Guido (University of Salento, Italy)
Alessandro M. Peluso (University of Salento, Italy)
M. Irene Prete (University of Salento, Italy)
Giovanni Pino (University of Salerno, Italy)
Cinzia Pace (Università di Salerno, Italy)

Chapter 7
Tourism Demand Forecasting Based on a Neuro-Fuzzy Model:
George Artsalakis (Technical University of Crete, Greece)
Eleni Christodoulou (School of Business and Economics, Technological Educational Institute of Crete, Greece)
Costantinos Zopounidis (Technical University of Crete, Greece)

Chapter 8
The Competitiveness of the European Union Tourism Industry:
Ebru Nergiz (Gelisim University, Turkey)
Bart Dhoedt (Ghent University - iMinds, Belgium)
Steven Schockaert (School of Computer Science & Informatics, Cardiff University, UK)

Section 2: Tools and Technologies

Chapter 13
Medical Tourism:
Anita Medhekar (CQ University, Australia)
Ho Yiu Wong (Deakin University, Australia)
John Hall (Deakin University, Australia)

Chapter 15
Cultural Heritage Information System (CHIS):
E. Colace (Università degli Studi di Salerno, Italy)
M. De Santo (Università degli Studi di Salerno, Italy)
L. Greco (Università degli Studi di Salerno, Italy)
A. Chianese (Università degli Studi di Napoli Federico II, Italy)
V. Moscati (Università degli Studi di Napoli Federico II, Italy)
A. Picanelli (Università degli Studi di Napoli Federico II, Italy)

Chapter 16
Evaluating Destination Marketing Organizations’ Websites:
Drosopoulou Charoula (University of Macedonia, Greece)
Malama Eleonisia-Ioula (University of Macedonia, Greece)
Patsioura Fotini (University of Macedonia, Greece)
Vlachopoulos Maro (University of Macedonia, Greece)

Chapter 18
An Assessment Methodology for Hotel Websites:
Javier Miranda (University of Extremadura, Spain)
Sergio Rubio (School of Industrial Engineering, University of Extremadura, Spain)
Antonio Chamorro (University of Extremadura, Spain)

Chapter 20
Place @-Branding and European Capitals:
Annamaria Silvana de Rosa (Sapienza University of Rome, Italy)
Elena Bocci (Sapienza University of Rome, Italy)

Chapter 21
E-Relationship for Web-Based Tourism Promotion:
Arunasalam Sambhanthan (University of Portsmouth, UK)
Alice Good (University of Portsmouth, UK)

Chapter 22
Tourism Promotion through Web:
Nilanjan Ray (Royal Thimphu College, Bhutan)
Dilip Kumar Das (Sikkim Central University, India)
Sunmuth Chaudhuri (Royal Thimphu College, Bhutan)

Chapter 23
Climate Information Sources (CIS) and Tourist Satisfaction:
Fatemeh Jafarzadeh (Tabriz University, Iran)

Chapter 24
Discovering and Characterizing Places of Interest Using Flickr and Twitter:
Steven Van Canneyt (Ghent University - iMinds, Belgium)
Steven Schockaert (School of Computer Science & Informatics, Cardiff University, UK)
Bart Dhoedt (Ghent University - iMinds, Belgium)
Section 5: Managerial Impact

Chapter 61
Resource Integration and Value Co-Creation in Cultural Heritage Management
Sergio Burle (Sapienza University of Rome, Italy)
Martiálásaváni (University of Salerno, Italy)

Chapter 62
Cultural Heritage Management at the Local Level:
Lorena Bocca (University of Padova & Fondazione Eri Enrico Mattei, Italy)
Aline Chiabai (Basque Centre for Climate Change BC3, Spain & Fondazione Eri Enrico Mattei, Italy)
Livio Chiariullo (Fondazione Eri Enrico Mattei, Italy)

Chapter 63
Opas, Ucr, and Smart Innovation in Cultural Firms
Valentina Della Corti (University Federico II of Naples, Italy)

Chapter 64
Contemporary Art Museums’ Marketing Strategies:
Zeynep Guney Celebi (Galatasaray University, Turkey)

Chapter 65
Museum Communication:
Alfonso Stano (University of Salerno, Italy)
Mario Sigliozco (University of Salerno, Italy)
Carmela Taccillo (University of Salerno, Italy)
Francesca Conte (University of Salerno, Italy)

Chapter 66
Price Effectiveness in Hotels:
Nidhi Chowdhry (Jiaipur National University, India)

Chapter 67
Total Quality Management in Tourism Companies:
Alaa Hussein Ali Altsrabi (of Tourism and Archaeology, King Saud University, Saudi Arabia)

Chapter 68
A Case Study on Customer Experiential Management at High Five Hotels Pvt. Ltd, Nainik
Sonali Gudekar (MET’s Institute of Management, India)
Sushil Gudekar (MGVs Institute of Hotel Management, India)

Chapter 69
Customer Relations Management Applications in the Tourism Industry
Birecu Pekduyurusu Aydin (Istanbul Aydin University, Turkey)

Chapter 70
Handling Customer Complaints in the Hospitality Industry
Rosalyon Ditener (Napier University - Craiglockhart Campus, UK)
Ahmed Hassanien (Napier University - Craiglockhart Campus, UK)

Chapter 71
Selecting the Optimal Vendor of Customer Relationship Management System for Medical Tourism Industry Using Delphi and AHP
P-Fang Hsu (Shih Hsin University, Taiwan)
Kuo-Yu Lin (Shih Hsin University, Taiwan)
Chia-Wen Tsai (Ming Chuan University, Taiwan)

Chapter 72
Challenges in Representing Local Image Collections:
Rhonda L. Clark (Clarion University of Pennsylvania, USA)

Chapter 73
Knowledge Management and Quality in Croatian Tourism
Ivanka Avelini Holjevac (University of Rijeka, Croatia)
Kristina Črnjar (University of Rijeka, Croatia)
Ana Marija Vrmosović Hrgović (University of Rijeka, Croatia)

Chapter 74
Reducing Costs of Knowledge Transfer in Tourism Development Using Historical Materials
Ayako Sawada (Hokuriku Gakuin Junior College, Japan)
Taketoshi Yoshida (School of Knowledge Science, Japan Advanced Institute of Science and Technology, Japan)
Hiroshi Horii (AMANE LLC, Japan)
Misao Horii (AMANE LLC, Japan)
Mashaharu Hayashi (Hirotsuhu University, Japan)

Chapter 76
Rough Set Analysis and Short-Medium Term Tourist Services Demand Forecasting
Emilio Celotto (Ca’ Foscari University of Venice, Italy)
Andrea Ellero (Ca’ Foscari University of Venice, Italy)
Paola Ferranti (Ca’ Foscari University of Venice, Italy)

Section 6: Emerging Trends

Chapter 75
Managing Chaos in Nonlinear Economic Systems:
Sam Cole (University at Buffalo, USA)

Chapter 77
Leisure Time Marketing in the Context of the Entertainment Industry
Ozgur Cengel (Istanbul Commerce University, Turkey)
Yaman Oztek (Galatasaray University, Turkey)