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Worldwide, tourism is the third largest economic activity in direct earnings, therefore making it a vital source of income for many countries and regions (after petroleum and automobile industries). Bearing in mind the profound economic impact that tourism and hospitality industries can have on regions and cities around the world, further research in this area, including aspects of safety, marketing, and consumer behavior, is critical.

Global Dynamics in Travel, Tourism, and Hospitality takes a holistic approach to tourism and hospitality operations, education, and research. This publication highlights the latest research in the field and provides real-world examples of how these industries are shaping economic development. Through analyzing the changing environment in which tourism and hospitality business operate, industry-leading scholars highlight the challenges within the industry, solutions for bridging the gap between academic research and industry practice, and provide an in-depth analysis of future trends.

This publication is an essential reference source for business managers, hotel and resort executives, and property managers interested in innovative techniques to current challenges in the hospitality industry. Additionally, it is a critical resource for academicians and students interested in expanding their knowledge and studies on niche tourism topics such as women's role in international tourism, poverty as a tourist attraction, and financial crises influence on tourist activity.

“Erokhin presents a collection of academic and trade perspectives from a wide variety of global sources on the dynamics at play in transitional economies and the various disruptors that can hamper transitional progress. The selections that make up the main body of the text are devoted to sustainable rural development, the Russian food market, inward foreign investments, and many other related subjects. The editor is a faculty member of Moscow University of Finance and Law in Russia.”

- ProtoView Reviews
Virtual Traumascapes and Exploring the Roots of Dark Tourism

Dr. Maximiliano Korstanje (University of Palermo, Argentina) and Dr. Babu George (Fort Hays State University, USA)

As new technology platforms develop within the tourism industry, so does the popularity of dark tourism. For many years, humankind has been drawn to view and experience attractions particularly known for themes of death, suffering, and disaster.

With topics including globalization, capitalism, and culture, Virtual Traumascapes and Exploring the Roots of Dark Tourism presents the reader with insightful knowledge on the new age tourism industry and how it is changing worldwide. Museums and points of interest are utilizing new technological advancements to offer access to areas of war, mourning, poverty, and disaster, among many other tragic topics.

This publication is ideally designed for academicians, researchers, and students seeking current research on methodologies and concepts about the dark tourism industry and to analyze the root of the desire to consume morbid attractions. This book provides many engaging chapters and an understanding of what the future may contain for dark tourism.

“IN A WORLD SEEMINGLY BESET WITH “DARK” CHALLENGES, THIS TIMELY CONTRIBUTION OFFERS AN INNOVATIVE AND INSIGHTFUL READ OF THE VARIOUS DIMENSIONS OF DARK TOURISM [...] A HIGHLY THOUGHT-PROVOKING AND VALUABLE READ.”

- Dr. Alan Fyall, University of Central Florida (USA)

Indexed In:
- Scopus

Topics Covered
- Capitalism
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- Disaster Tourism
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Essential for
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- Travel Consultants Educators
- Researchers
- Professionals
- Graduate-Level Students
“This collective volume provides new insight into a well-established field in tourism analysis. I was delighted to find out that different contributors’ conceptual, methodological and epistemological takes on what is commonly understood as ‘dark tourism’…”

- Dr. Rodanthi Tzanelli, University of Leeds (UK)
Driving Tourism through Creative Destinations and Activities

Dr. Alžbeta Kiráľová (University College of Business in Prague, Czech Republic)

Due to the increased use of information and communication technologies, tourists have a large selection of potential destinations to choose from, thus varying locations are having difficulty in providing a valuable and unique experience. Tourism development must be evaluated and enhanced to improve the overall tourist experience through unique factors such as folklore festivals, gastronomy, industrial traditions, art, creative workshops, and more.

Through properly implementing these creative tourism methods, this industry will fuel economies, decrease employment, promote cultural diversity, and provide an overall positive global impact. Driving Tourism through Creative Destinations and Activities delivers a comprehensive discussion on the most unique, emerging tourism themes and trends.

Featuring engaging topics such as social networking, destination management organizations, tourists' motivations, and service development, this publication is a fundamental resource of academic material for practitioners, advanced-level students, policy makers, hotel executives, travel consultants, and international researchers actively involved and interested in innovative solutions to enhance the tourism industry's development and growth.

“Based on the best practices presented in the book it can be assumed that the growing demand for creative tourism raised the attention of the destination managers, who took the opportunity to attract a creative visitors by fostering their tangible and intangible heritage and optimizing the use of existing infrastructures in their destinations.”

- Excerpt from Preface

Topics Covered

- Coopetition
- Creativity and Tourism Development
- Destination Management
- Marketing Considerations
- Most Visited Destinations
- Online Destination Images
- Service Development
- Small Tourism Destinations
- Social Networking
- Tourism Innovation
- Tourists’ Motivations and Engagement
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Hiromi Kamata, Shukutoku University, Japan

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Chapter 13
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Ewa Wszendybył-Skulska, University of Economics, Czech Republic; Ewa Wszendybył-Skulska, Jagiellonian University, Poland

Related Publications

Tourism and Opportunities for Economic Development in Asia
Dr. Patricio Ordoñez de Pablos (University of Oviedo, Spain)

A key resource on the priorities, challenges, and strategies in the globalized economy of the Asian tourism market.

Indexed In: SCOPUS

Handbook of Research on Technological Developments for Cultural Heritage and eTourism Applications
Dr. João M. F. Rodrigues (University of Algarve, Portugal), et al.

A pivotal reference source for the latest research findings on the utilization of information and communication technologies in tourism.
Strategic Place Branding Methodologies and Theory for Tourist Attraction

Dr. Ahmet Bayraktar (Bozok University, Turkey) and Dr. Can Uslay (Rutgers University, USA)

As an aftereffect of globalization, cities and nations increasingly continue to vie to attract potential consumers, investors, tourists, and media. This insatiable desire is only limited by the power of a location's brand image. In today's globalized and hyper-competitive market, the ability to successfully manage a location's brand image can make, or break it.

Strategic Place Branding Methodologies and Theory for Tourist Attraction offers an analysis on country/city/destination branding and provides an international perspective on concepts, methods, and strategies that nations can use to develop lasting brand value that can then be leveraged in promotional efforts for tourism and local consumerism.

This publication offers insights that can serve as a guidebook for researchers and practitioners in wide range of areas such as marketing, tourism and hospitality, public relations, communications, economics, public administration, urban planning and design, and international relations.

BRANDING IS ONE OF THE MOST POWERFUL TOOLS THAT GOVERNMENTS OR POLICY MAKERS CAN UTILIZE FOR DEVELOPING EFFECTIVE DIFFERENTIATION STRATEGIES AND ACHIEVING STRONG COMPETITIVE ADVANTAGE.

- Dr. Ahmet Bayraktar (Bozok University, Turkey) and Dr. Can Uslay (Rutgers University, USA)

Indexed In: Scopus

Essential for
- Destination Managers
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Topics Covered
- Competitive Advantage Through Branding
- Cultural Perspectives
- Faith Tourism
- Geographic Information Systems (GIS) Mapping
- Health Tourism
- Location Identity
- Netnography
- Place Branding
- Social Media
- Sustainable Communication
“This work examines one aspect of promoting tourism worldwide: branding, and in particular place branding. The 15 chapters explore topics such as region and city branding, branding techniques involving GIS mapping and “netnography,” health tourism, street-level branding, and protecting urban “green infrastructure” through branding. Studies cover places around the world, from Barcelona, Spain and Portland, Oregon, to cities in India. The initial chapters define place branding, its importance to an area’s economy, and methodologies to study it. Scholars in urban studies, marketing, tourism, and several other fields will certainly find these studies of interest. This volume belongs in academic libraries of institutions where these subjects are studied. [...] Otherwise a most useful book in its field.”

— Mark Schumacher, ARBA Reviews

“In order to discuss the philosophical, theoretical, and practical nature of place branding, this volume brings together scholars from various disciplines such as marketing, hospitality and tourism, public relations, communications, economics, health management, architecture, geography, and urban planning and design. As the founding father of social-psychology, Kurt Lewin aptly observed “there is nothing so practical as good theory.” It is our hope that this book contains significant managerial and practical implications for governments, industry groups and individual firms that seek to achieve world-wide competitiveness for attracting potential consumers, investors, and tourists.”

- Dr. Ahmet Bayraktar (Bozok University, Turkey) and Dr. Can Uslay (Rutgers University, USA)
International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)

Dr. Angelo A. Camillo (Woodbury University, USA)

The digital revolution has had a powerful impact on a variety of industries and sectors. The tourism, hospitality, and leisure industries in particular have witnessed a dynamic shift as more consumers are turning to digital platforms and service providers to plan and complement their personal recreational activities. Understanding the true potential to integrate digital services and tools into the customer experience is an essential component for success in the digital economy.

The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA) explores managerial solutions, business models, digital tools, and service innovations for maintaining a competitive edge in the travel and leisure industry. Emphasizing topics such as web-based platforms for travel planning and management, online reviews and their impact on brand trust, and mobile technologies and apps for tourism engagement and enhancement, IJTHMDA presents emerging research and real-world examples of how technology is reshaping the tourism, travel, and hospitality industries.

Author(s)/Editor(s) Biography

Angelo A. Camillo, PhD, is Associate Professor of Strategic Management at Woodbury University in Burbank California, USA. He has over 35 years of international hospitality industry management experience and has worked and lived in ten countries and four continents. He holds a degree from Heidelberg Hotel Management School Germany, a MBA from San Francisco State University, and a PhD from Oklahoma State University. He teaches courses in Strategic Management, Global Enterprise Management, Business Ethics, Organizational Behavior, and special topics in Hospitality Entrepreneurship and Business Development. He is also hospitality business consultant to major international corporations.

Dr. Angelo A. Camillo
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- Bar/Night Club Operations
- And Management
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- Computer Reservations
- System (CRS)
- Cruise Lines
- Cyber Security
- Destination Marketing
- Electronic Communication
- Technologies
- Electronic Word-of-Mouth
- E-Marketplaces, Electronic
- Distribution Channels,
- Intermediaries
- Entrepreneurship
- E-Training
- E-Travel
- Globalization
- Hotel Management
- Luxury Services
- Media Influence On Tourism
- Medical Tourism
- Mobile Tourism Apps
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- Platform-Based
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- Restaurant Management
- Risk Management
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Dr. Malcolm Cooper (Ritsumeikan Asia Pacific University, Japan), et al.

Focuses on the emerging phenomena of international travel by patients in search of improved healthcare services and treatment, wellness programs, and complementary recreational activities. Includes extensive coverage and case studies focusing on patient mobility and new opportunities for health services across borders.

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Strategic Tools and Methods for Promoting Hospitality and Tourism Services

Dr. Alexandru-Miresea Nedelea (Stefan cel Mare University of Suceava, Romania), et al.

Provides interdisciplinary perspectives in the areas of global tourism and hospitality. Highlights cultural boundaries of strategic knowledge management through the use of case studies and theoretical research, as well as the opportunities and challenges of tourism marketing.

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Dr. Jiuguang Feng (Les Roches Jin Jiang International Hotel Management College, China), et al.

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Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry

Dr. Pandian Vasant (Universiti Teknologi PETRONAS, Malaysia)

Features innovative technologies being utilized in the management of hotels and tourist attractions. Highlights empirical research on the optimization of the travel and hospitality industry through the use of algorithms and information technology.

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- Ethics
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" [...] The editors have organized the selections that make up the main body of the text in parts devoted to holistic technical solutions to enhance accessible tourism in the UNESCO world heritage sites, tourism search and metasearch engines for online booking, and many other related subjects."

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