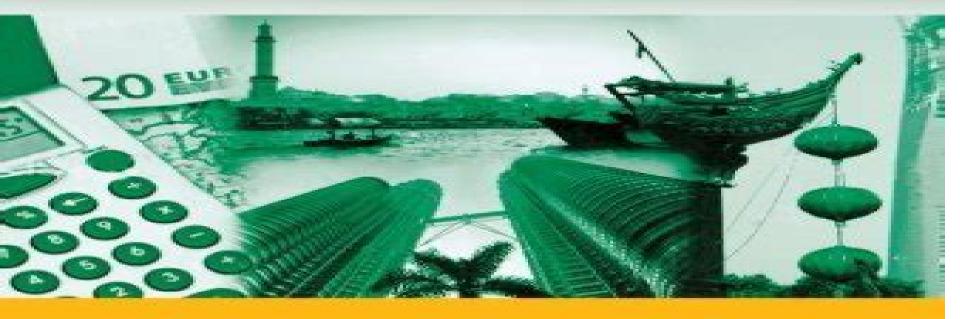
Tourism and Entrepreneurship

International Perspectives



Jovo Ateljevic & Stephen J. Page



Tourism And Entrepreneurship Advances In Tourism Research

João Leitão, Vanessa Ratten, Vitor Braga

Tourism And Entrepreneurship Advances In Tourism Research:

Tourism and Entrepreneurship Jovo Ateljevic, Stephen J. Page, 2017-12-04 Tourism and Entrepreneurship International Perspectives provides an innovative interdisciplinary approach This book takes as its central theme the role of entrepreneurship in the context of regional local and national tourism development By engaging with top academics in both tourism and entrepreneurship this book delivers a cohesive interdisciplinary examination of the most recent developments in both tourism and entrepreneurship Several key themes are explored and articulated through the following concepts and issues tourism innovation and entrepreneurship the role and nature of individual and collective entrepreneurship in different contexts the role of tourism in responding to development opportunities created by global forces and finally issues associated with tourism strategies and policies Divided into four parts the book reflects on the most relevant areas of tourism entrepreneurship Understanding the conceptual basis of tourism entrepreneurship Creative use of entrepreneurship and processes of social innovation Tourism entrepreneurship mediating the global local divide Sectoral strategies and policy issues of tourism entrepreneurship Tourism and Entrepreneurship International Perspective Explains the impact of tourism entrepreneurship on places and overall regional and destination development Examines the role of the public sector in facilitating the need for sustainable tourism development Examines the effects and implications of funding schemes and support programmes Takes the owner manager and entrepreneur as the starting point of analysis to explore specific issues Allows practitioners and policy makers to explore practical applications and best practice of theory through a diverse range of international case studies Contributed to by an international team of leading scholars in tourism and entrepreneurship This book is a unique combination of theory case studies and discussion highlighting the importance of entrepreneurial tourism activity for economic success It is essential reading for students and researchers in both tourism and entrepreneurship Recent Advancements in Tourism Business, Technology and Social Sciences Vicky Katsoni, George Cassar.2024-05-28 The book features the first volume of the proceedings of the 10th International Conference of the International Association of Cultural and Digital Tourism IACuDiT with the theme Recent Advancements in Tourism Business Technology and Social Sciences which was held from August 29 to 31 2023 in Crete Greece It showcases the latest research on Tourism Business Technology and Social Sciences and presents a critical academic discourse on smart and sustainable practices in the tourism industry stimulating future debates and advancing readers knowledge and understanding of this critical area of tourism business in the post COVID 19 era COVID 19 produced dramatic effects on the global economy business activities and people with tourism being particularly affected The book discusses the resulting digital transformation process in a range of areas including its effect on the social sciences combined with special forms of tourism This accelerated digitalization encourages the emergence of new digital products and services based on the principle of flexibility The book focuses on the knowledge economy and smart destinations as well as new modes of tourism management

and development and includes chapters on emerging technologies such as the Internet of Things artificial intelligence big data and robotics in connection with various tourism practices Tourism and Entrepreneurship (nscc Tanzania Entrepreneurship Education in Tourism and Hospitality Management Bagri, Satish Chandra, Dhodi, **Project).** PAGE., 2004 R.K., Junaid, K.C., 2022-05-27 Entrepreneurship education is a rapidly evolving field that is critical to the development of well equipped and competent business leaders The importance of training the future generation of managers and leaders cannot be overlooked as they play a vital role in ensuring the survival of various industries and companies Entrepreneurship Education in Tourism and Hospitality Management provides an in depth look at various cases of entrepreneurship education in the tourism and hospitality industries across the world as well as their recent changes and developments This book also advances the literature in the field of entrepreneurship education by broadening the discussion on the recent trends and ongoing challenges to include perspectives on creating the next generation of tourism and hospitality entrepreneurs Covering topics such as digital education and tourism sustainability this reference work is ideal for administrators academicians policymakers entrepreneurs scholars researchers practitioners instructors and students Recent Advances in Tourism Marketing Research Muzaffer Uysal, Daniel Fesenmaier, Joseph O'Leary, 2014-09-19 In order to respond to the dynamic changes taking place in the competitive world of tourism marketing programs need to be constantly adjusted and updated to take account of new market research Recent Advances in Tourism Marketing Research offers tourism marketers an excellent basis for developing and evaluating their marketing efforts The book explores exciting new approaches to conducting tourism marketing research and presents applications which will help you develop and implement new tourism marketing strategies in your business Chapters in Recent Advances in Tourism Marketing Research reflect the recent explosion of high quality tourism marketing research Authors come from a number of disciplines and perspectives ranging from more traditional programs such as hotel restaurant and tourism management and leisure studies to geography urban and regional planning and sociology This fusion of diverse ideas gives you innovative insight into important tourism marketing issues including market segmentation importance performance analysis tourism demand forecasting destination choice modeling experience based sampling methods qualitative methods in tourism researchRecent Advances in Tourism Marketing Research positions international tourism within the broader context of the worldwide services economy It shows marketing and tourism professionals the significance of changing tourism issues and trends based on results of current research which will drive future marketing strategies and it helps them see their own strategies in light of the future This unique book helps tourism marketers shape the future of their marketing programs for a tourism product that challenges traditional ways of conducting tourism business Destination promoters decisionmakers and planners in tourism and students and educators of tourism hospitality and leisure studies worldwide will find the diversity and originality of the research presented in Recent Advances in Tourism Marketing Research essential for developing successful marketing strategies now

and in the future Also libraries of schools that have leisure and recreation tourism hospitality marketing and service programs will want to make this invaluable resource readily available to their patrons Developments in Tourism Research David Airey, John Tribe, 2007-09-20 This book aims to be a showcase for cutting edge research offering a high edited selection of the best paper submitted to the 2006 tourism conference at the University of Surrey which itself is a celebration of 40 years of tourism education at the University The emphasis of the book is on contributions which offer new insights and approaches to tourism research rather than case studies or applications of existing research methods to new contexts and this is where the book is unique The Routledge Handbook of Tourism Experience Management and Marketing Saurabh Kumar Dixit, 2020-05-18 The Routledge Handbook of Tourism Experience Management and Marketing offers a comprehensive and thorough inquiry into both customary and emergent issues of tourism experience and co creation Drawing together contributions from 83 authors from 28 countries with varied backgrounds and interdisciplinary interests the handbook highlights multiple representations and interpretations of the theme It also integrates a selection of illustrative global case studies to effectively present its chapter contents Tourism experience drives the contemporary tourist s behavior as they travel in pursuit of experiencing unique and unusual destinations and activities Creating a memorable and enduring experience is therefore a prerequisite for the all tourism business organizations irrespective of the nature of their products or services This handbook focuses on conceptualizing designing staging managing and marketing paradigms of tourism experiences from both supply and demand perspectives It sheds substantial light on the contemporary theories practices and future developments in the arena of experiential tourism management and marketing Encompassing the latest thinking and research themes this will be an essential reference for upper level students researchers academics and industry practitioners of hospitality as well as those of tourism gastronomy management marketing consumer behavior cultural studies development studies and international business encouraging dialogue across disciplinary boundaries Tourism Entrepreneurship in Portugal and Spain João Leitão, Vanessa Ratten, Vitor Braga, 2022-02-01 This contributed volume introduces the innovative landscapes and business models used in tourism entrepreneurship initiatives of Portugal and Spain It provides benchmarks for entrepreneurial initiatives covering tourism services place branded tourism social networks spiritual tourism cross border tourism initiatives and tourism in low density regions It also provides guidelines for future strategic actions to foster rural and sustainable development in alternative tourism destinations following the Iberian experience Innovation and Creativity in Tourism, Business and Social Sciences Vicky Katsoni, Carlos Costa, 2025-06-03 This book is the first volume of the proceedings of the 11th International Conference of the International Association of Cultural and Digital Tourism IACuDiT Focusing on Innovation and Creativity in Tourism Business and Social Sciences the conference was held from September 3 to 5 2024 in Naxos Greece The book showcases the latest research on tourism business technology and the social sciences and presents a critical academic discourse on ICT adoption in the social sciences

regional development sustainability and tourism experience smart and sustainable practices innovations in museum interpretation and collections management emerging and disruptive technologies gaming gamification and augmented reality and other topical aspects in business and the social sciences The book discusses these digital transformation processes from various standpoints including its effect on the social sciences combined with specific forms of tourism The impact of digitalization encourages the emergence of new digital products and services based on the principle of flexibility The book focuses on the knowledge economy and the smart destinations concepts and highlights new modes of tourism management and development while further chapters address emerging technologies such as the Internet of Things AI big data and robotics in a range of tourism practices Sustainable Tourism Manpreet Arora, Anukrati Sharma, Che-Jen Su, 2025-10-20 Sustainable Tourism Entrepreneurial Trends Opportunities and Strategic Insights examines how entrepreneurial ventures are harnessing current trends to create eco conscious opportunities that benefit both businesses and local communities

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