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Pacific Rim Tourism—Martin Oppermann 1997 "This book has been developed from papers presented at a conference held in Rotorua, New Zealand, in November 1996. Six themes are addressed: tourism trends; cultural and social issues; ecotourism and sustainable development; Pacific islands; economic and planning issues; and the future." -back cover.

Borneo 2000: Language, management, and tourism—Borneo Research Council (Williamsburg, Va.), Conference 2000

Credibility and perception of green branding in destinations. A case study of Switzerland—Julia Weis 2017-10-24 Master's Thesis from the year 2016 in the subject Tourism, grade: 1.5, Oxford Brookes University, language: English, abstract: Green marketing and branding is not a widely researched topic in a destination context. Therefore, this dissertation uses Switzerland and the new sustainable tourism campaign in 2017 as a case study to explore the field in terms of credibility and perception. The research is based on a document/website analysis, expert interviews and tourist questionnaires to explore and analyse opinions and views on the topic.

The English of Tourism—Georgeta Rajă 2013-01-03 The English of Tourism is a collection of essays on the English specific to the Tourism Industry. The approach is a linguistic one: the different aspects of the English used in the field of tourism (tourism industry, types of tourism, travel agencies, Internet sites of travel agencies, eco-tourism, travel) and in tourism-related fields (accommodation, advertising, entertainment, food services, hospitality, transportation) are analysed from a morphological (combination, derivation), syntactical (nominal phrases, verbal phrases), lexical and lexicographical, semantic (homonymy, semantic fields, synonymy, terminological), pragmatic (academic discourse, idiom, metaphor), etymological (etymon, Latin heritage), and contrastive (Croatian–Romanian, English–Croatian, English–Romanian, French–English, Romanian–English) points of view. This book will appeal to people employed in industries including hotels, transportation, events, food and beverage, parks and recreation, as well as to professors, researchers, students, and translators from Croatian-, English-, French-, and Romanian-speaking countries, active in their own countries or abroad. The types of academic readership it will address include: academic teaching staff, researchers and students in the field of tourism, of tourism-related fields - accommodation, advertising, entertainment, food services, hospitality, and transportation - of languages.

Destination Management—Rok Orsenik 2006 This book is a comprehensive effort to describe recent developments in tourism on the one hand, and academic trials, research, analyses and interpretations of contemporary events in this field on the other. It aims to cover the continuum from basic theoretical findings as those from general systems theory up to contemporary analyses of small local tourist destinations.

Wine Tourism Destination Management and Marketing—Marianna Sigala 2019-06-25 The book provides a holistic approach to wine destination management and presents important recent research in the field. Contemporary theoretical and methodological approaches to management and marketing are discussed, and innovative practices with respect to both urban and rural destinations are described with the aid of many interesting case studies from across Europe and beyond. In addition, the volume addresses key issues such as governance, cooperation, the use of social media, and sustainability. A variety of influences on tourism development are examined, and efficient strategies for making destinations distinct are explored. The book will be a welcome addition and update to the existing literature and will be of interest to academics and practitioners alike.

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Synergy between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)-Jeet Dogra 2012-11-22 Research Paper (undergraduate) from the year 2010 in the subject Instructor Plans: Gastronomy / Hospitality / Tourism, , course: -, language: English, abstract: The present study is based on exploring the link between online branding and tourism destination’s promotion. From the last two decades, the online media(s) and internet tools contributing enormously in promotion of products as well as services. With the advent of globalization, the service sector also upgraded and the world-class customers are emerged. Henceforth, the promotion of tourism destination by using the online media(s) has drawn extensive attention with ample amount of opportunities. The strategic role played by internet and online technologies in the promotion of tourism destinations across the globe has been catching the attention of researchers to fully explore this segment and utilizing it to earn the desired results. The overall process of online branding contributes in the worldwide promotion of tourism destinations’ and ultimately it helps to secure the sustainable competitive advantage. There are several case studies of the tourism destinations which preferred and utilized the latest online technologies as their main conduit to promote and nourish their destinations to reach their potential markets and able to promote it and also creating the wider scope for future online branding strategies. The findings of the study suggesting also considered the online branding strategies along with traditional methods of destination branding.

Building Community Capacity for Tourism Development-G. Moscardo 2008 A lack of entrepreneurial capacity, limited understanding of tourism markets and a lack of community understanding of tourism and its impacts have been identified as barriers to effective tourism development in peripheral regions. This book provides an analysis of this issue within tourism development practice.

How the online presence of a tourist destination affects the country brand. The Case of Lithuania-Viktoria Sirvinškytė 2016-09-28 Master’s Thesis from the year 2016 in the subject Tourism, grade: 1.3, Stralsund University of Applied Sciences (Faculty of Business Studies), course: Tourism Development Strategies, language: English, abstract: This thesis is aimed to test a hypothesis of the country brand’s reliance on the online presence. The created evaluation model used in the primary research of this paper determines whether there is enough evidence in the data gathered to indicate that the online presence of a tourist destination corresponds to its country brand’s rank. The research is focused on the online presence of Lithuania as a weak ranking country brand. The online presence results of Lithuania as a tourist destination are compared to the examples of two stronger country brands. The conclusions derived from the comparison of the results determine the success of the online presence of Lithuania, establish whether the hypothesis of the thesis is true or not, while noting the limitations and possible errors of the research, and provide the suggestions for the country brand and online presence improvements.

Maritime Social and Economic Developments in Southeast Asia-Hanizah Hj. Idriş 2008 This book brings together the past and the future of maritime social and economic development in the region. The various authors identify current as well as past trends in maritime social and economic developments that have propelled the region to being one of the most dynamic expanses in the world and explore certain key issues. It is the hope that this book will serve as resource material to scholars and researchers interested in the maritime issues of Southeast Asia.

Linguistics and Language Behavior Abstracts- 2007

Academic Tourism-João P. Cordeiro Bento 2020-11-03 This book presents the latest knowledge on the still under-researched field of academic tourism, which over the past decade has gained in importance at local and national economic levels as a result of increasing international mobility of students and academic staff in higher education. A wide range of themes are explored from various perspectives, with the focus on Europe. Particular attention is paid to academic tourism demand, expenditure, and economic impact; the relationships between academic tourism and local and regional development, sustainable development, and environmental sustainability; and the importance of academic tourism for the internationalization of higher education and international cooperation and development. Further topics to be considered include the significance of academic tourism for the dynamics of tourism destinations and insights from experimental tourism research. In addition to theoretical chapters and state of the art reviews, readers will find insightful empirical and case studies. The book will be of interest to academics, researchers, students, and practitioners, including policy makers.

Innovative Perspectives on Tourism Discourse-Bieniełia Grajewskas, Magdalena 2017-08-10 The application of linguistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. It provides an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life. Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry. Featuring extensive coverage on relevant areas such as intercultural communication, adventure travel, and tourism marketing, this publication is an ideal resource for linguists, managers, researchers, economists, and professionals interested in emerging developments in tourism and travel.

Cases on Tour Guide Practices for Alternative Tourism-Yıldırım, Gulsun 2020-06-19 Tour guides, a highly responsible group of professionals who are in direct communication with tourists traveling around the world, have a great impact on the proper promotion of the culture of countries, global peace, and tolerance. Additionally, they are also effective in the preservation of world natural heritage. Thus, the educational status of tour guides, as well as the characteristics and ethical values that they should possess, need to be examined on an international scale. In today’s world, where tourism demand is directed towards all types of tourism, practices in special interest tourism should be customized in order to ensure the highest level of service quality and cultural appreciation. Cases on Tour Guide Practices for Alternative Tourism provides emerging research exploring the theoretical and practical aspects of the occupational issues that surround tour guides and their applications within international tourism. Featuring coverage on a broad range of topics such as cultural education, cross-cultural learning, and international business, this book is ideally designed for tour guides, travel agencies, tour managers, tour developers, heritage sites, museums, academicians, researchers, students, industry experts, and hospitality professionals.

The Economics of Tourism Destinations-Norbert Vanhove 2011 The measurement of tourism is not an easy task. In the last decade there has been a growing interest in the tourism world in new methods to measure demand and supply of tourism. Fully revised and updated, the second edition of The Economics of Tourism Destinations provides a succinct guide to the economic aspects of tourism for students and practitioners alike to decipher the methods of measurement of supply, demand, trends and impacts. This book emphasizes new aspects such as measurement of tourism (e.g. Tourism Satellite Account), supply trends, competition models, macro evaluation of tourism projects and events and the role of tourism in a development strategy. Each chapter combines theory and practice and international case studies are provided.

The Branding of Tourist Destination-Mark Anthony Camilleri 2018-12-04 The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.
Indicators of Sustainable Development for Tourism Destinations-World Tourism Organization 2004 This new guidebook is the most comprehensive resource on policy-making, planning, and management processes at tourism destinations. It describes over 40 major sustainability issues, ranging from the management of natural resources to development control, satisfaction of tourists and host communities, preservation of cultural heritage, seasonality, economic leakages, climate change, etc. This publication also contains a procedure to develop destination-specific indicators and their use in tourism policy and planning processes, as well as applications in different destination types (e.g. coastal, urban, eco-tourism, small communities). Numerous examples and 25 comprehensive case studies provide a wide range of experiences at the company, destination, national, and regional levels for all continents.

Information and Communication Technologies in Support of the Tourism Industry-Wayne Pease 2007 "This book examines the process of transformation as it relates to the tourism industry, and the changes to that industry from modern electronic communications. It covers not only geographically supportive technologies in communication, but also in terms of culture, economics, marketing, social, and regional issues"-- Provided by publisher.

Translation and Tourism-M. Zain Sulaiman 2019-03-05 This book addresses one of the most central, yet criticised, solutions for international tourism promotion, namely translation. It brings together theory and practice, explores the various challenges involved in translating tourism promotional materials (TPMs), and puts forward a sustainable solution capable of achieving maximum impact in the industry and society. The solution, in the form of a Cultural-Conceptual Translation (CCT) model, identifies effective translation strategies and offers a platform for making TPM translation more streamlined, efficient and easily communicated. Using the English-Malay language combination as a case study, the book analyses tourism discourse and includes a road test of the CCT model on actual end-users of TPMS as well as tourism marketers in the industry. Guidelines for best practices in the industry round out the book, which offers valuable insights not only for researchers but also, and more importantly, various stakeholders in the translation, tourism and advertising industries.

Sex Tourism and Prostitution-Martin Oppermann 1998

The Language of Tourism-CABI 1996 In this work, it is shown that tourism, in the act of promotion, as well as in the accounts of its practitioners and clients, has a discourse of its own. The text draws on both semiotic analyses of tourism and on the content of promotional material produce

Journal of Travel Research-2006-08

The Routledge Handbook of Tourism Research-Kaye Sung Chon 2012 The Routledge Handbook of Tourism Research is a compendium of some of the most relevant issues affecting tourism development today. The topics addressed in this book provide some new thinking for those involved in tourism research. This book takes the reader from the beginnings of tourism research to a discussion of emerging forms of tourism and selected examples of tourism development. The underlying theoretical dimensions are reviewed, analysed and discussed from a number of perspectives. This book brings together leading researchers, many of whom are members of the International Academy for the Study of Tourism, to discuss tourism today and its future. The works included in this volume are diverse, in terms of geographical context, research methodology, root discipline, and perspective. This book represents studies based in Europe, North America, Oceania, and Asia. Research methodologies include both quantitative and qualitative. Both macro and micro issues are discussed from the economic, psychological, sociological, political science, marketing, and other perspectives, which reflect the interdisciplinary nature of tourism studies. This book is divided into 6 sections. Section 1 considers the foundations for tourism research. Section 2 discusses the implications for destination management and section 3 discusses planning for tourism development. Section 4 covers the economic case for tourism development. And finally, section 5 evaluates emerging forms of tourism and then section 6 offers insights into tourism evolution. It offers the reader a comprehensive synthesis of this field, conveying the latest thinking and research. The text will provide an invaluable resource for all those with an interest in tourism research. This is essential reading for students, researchers & academics of Tourism as well as those of related studies in particular Leisure, Hospitality & Development Studies.

Positioning and Branding Tourism Destinations for Global Competitiveness-Hashim, Rahmat 2019-01-18 Market positioning and branding has evolved from a peripheral process in the marketing effort to a critical process in any strategic planning initiative. Effective positioning will result in a strong brand that develops an emotional and productive two-way relationship. Positioning and Branding Tourism Destinations for Global Competitiveness focuses on utilizing destination branding and content marketing for sustainable growth and competitive advantage within the tourism and hospitality industry, including tools and techniques for travel branding and best practices for tourism management strategies. Featuring coverage on a broad range of topics such as hospitality, brand loyalty, and knowledge transfer, this book is ideally designed for industry professionals including those within the hotel, leisure, transportation, theme park, and food service sectors, policymakers, practitioners, researchers, and students.

The Impact of Culture on Tourism-OECD 2008-12-16 The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

Travel and Tourism-John Ward 1997 Published in association with the Travel and Tourism Programme (the organisation who developed the syllabus), this text is a comprehensive and stimulating companion for students of GCSE Travel and Tourism. The book takes a "behind the scenes" look at the travel and tourism industry and follows a case-study approach. The book is divided into four sections which follow the new syllabus exactly: tourist destinations; leisure facilities; the social, economic and environmental impact of tourism; and employment in the tourism industry. By adopting this approach students are given a better understanding of how the industry operates. The many activities in the book are appropriate both for GCSE and GNVQ students. Their variety is intended to enable the development both of knowledge about travel and tourism and the skills which are considered essential for the industry's future workforce.

Environmental management and the competitiveness of nature-based tourism destinations-Twan Huybers 2002 Environmental management, either voluntary or imposed, can add to the costs of nature-based tourism businesses. Such costs can make tourism destinations less competitive, but the same activities can also enhance competitiveness by increasing demand. The aim of this book is to provide an assessment of the relative importance of these two opposing effects in the context of a case study of nature-based tourism in Tropical North Queensland, Australia. The authors estimate the demand side effects using discrete choice modelling to determine the impact of changing environmental conditions on the market share of a variety of tourist destinations. The costs of environmental management are also considered by analysing firm level data. The effects are then integrated using the method of the travel cost model that is formulated around nature-based tourism regions. The results show that the competitiveness of a region is enhanced through its environmental management and highlight the importance of self-regulation in the industry when the environment is a common property resource. The authors also draw some insightful conclusions regarding business strategies that would aid the profitability of firms and regions supplying nature-based tourism products. The conceptual foundations developed in the book are not restricted by national boundaries and the empirical analyses can be extended to other nature-based tourism destinations and to other relevant policy issues. As such, this book will have a broad appeal amongst environmentalists, scholars of tourism economics and management, and policymakers concerned with the regulation of the tourism industry and its effect on the environment.

Localising Websites of National Tourism Organisations-Emanuele Mele 2016 This report aims at providing the members of the European Travel Commission (ETC) and destination managers with an overview of cultural adaptation strategies to communicate and promote tourism destinations at the national level to highly different geographical markets. The study offers insights into the ways members of ETC, the National Tourism Organisations (NTOs) in Europe, formulate their online communication when elaborating the multimedia content for the different language editions available on their destination websites."

Euro-info - 1999
The Business of Tourism - J. Christopher Holloway 2006 “This book is a matchless guide to the operations and structures of the contemporary tourism industry. Holloway’s accessible text has long been a classic and continues to be essential student reading.”Dr Nigel Morgan Reader in Tourism Studies University of Wales Institute, Cardiff

The Business of Tourism is a well established and popular text, providing an accessible introduction to the study of travel and tourism, from its historical roots to the present-day state and likely future direction. This 7th edition provides an up-to-date account of the development, impacts and major players in this fast-moving industry as well as the significant changes in the wake of world events such as 9/11 and the Asian Tsunami of 2004. The text contains a wealth of examples to set the theory in context and a number of longer cases at the end of the book have been chosen to represent the diversity of the industry from small-scale local attractions to the world-wide appeal of major destinations. Among the key topics covered in the book are:- the global economic, socio-cultural and environmental impacts of tourism-technological change and its impact on the industry- the historical and future developments of the industry- the structure and sectors of travel and tourism- further reading and references for more extensive study Chris Holloway is Former Professor of Tourism Management at Bristol Business School, University of West of England

Neil Taylor is a former director of specialist tour operator Regent Holidays and currently editor of Bradt’s Guides to Estonia, the Baltic Capitals and Tallinn

RANAM: 2008

Leisure, Recreation, and Tourism Abstracts - 1995

Avenir Des Destinations Traditionelles - World Tourism Organization 2005 On cover: World Tourism Organization seminar proceedings

Mexico--adventures in Nature - Ron Mader 2001