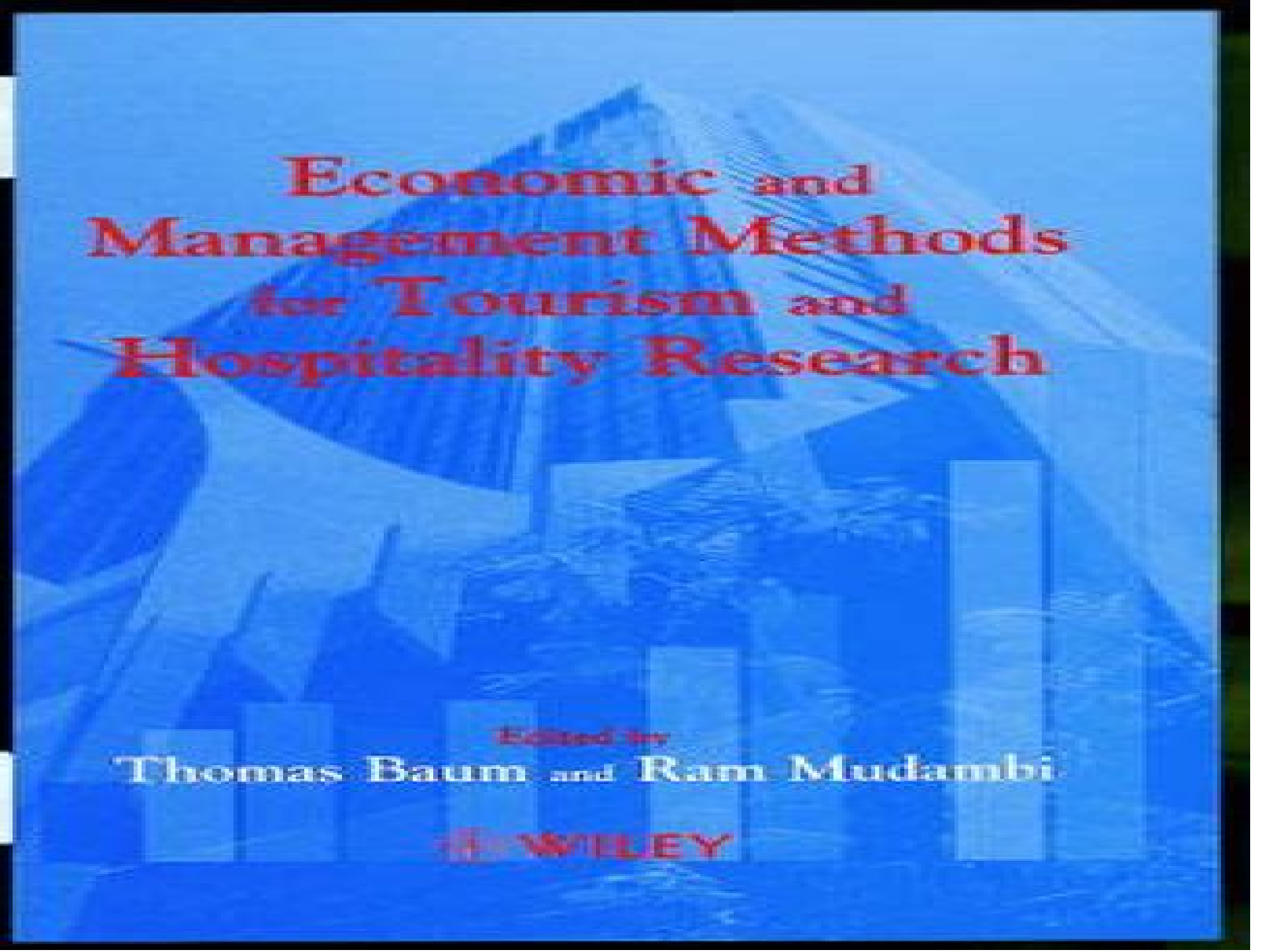




Economic and Management Methods for Tourism and Hospitality Research

Edited by
Thomas Baum and Ram Mudambi

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Economic and Management Methods for Tourism and Hospitality Research Tom Baum, Ram Mudambi, 1999-03-12
The tourism and hospitality sector is arguably one of the largest components of the global economy with a growth rate in consumption that supersedes that of most other goods and services. As a consequence the profile of tourists is changing as consumers become more experienced, more demanding and more likely to treat tourism purchases in very much the same way as they do any other item of consumption. This coupled with the globalisation of communications, transport and technology are creating a new environment for tourism professionals. The challenge is now to recognise the breadth of the information environment and to be able to manage it successfully. This book is designed to provide managers and researchers with insights into the practical application of tools for gathering and analysing information. These tools can be used in understanding tourism phenomena and in planning responses. Although quantitative in focus, the methods presented here draw on a variety of disciplinary origins and have application across the range of decision making contexts that arise in tourism and hospitality. A collection of well regarded international authors have contributed to this book giving the reader a broad coverage of area whilst focusing on some key specific topics. A basic knowledge of quantitative and economic concepts and techniques is required to fully appreciate the book and to be able to apply the techniques in real or simulated contexts. Tourism professionals within policy planning research and statistics will find this book a useful and practical guide to the subject. Final year undergraduates and postgraduate students will find it a rich source of information for research in the area.

Marketing for Tourism, Hospitality & Events Simon Hudson, Louise Hudson, 2017-05-27
Framed within basic marketing principles, *Marketing for Tourism Hospitality Events* highlights the global shift in tourism demographics today, placing a particular emphasis on the role of digital technology and its impact on travel products and services. Covering developments across a broad range of topics such as contemporary tourism marketing, understanding today's consumer and the importance of public relations and personal selling, key industry changes are captured throughout the text. Lessons from a Marketing Guru feature personal insights from real world practitioners and Digital Spotlights highlight the ways in which social media and the Internet have transformed tourism, hospitality and events the world over. These features are further enhanced by Marketing in Action case studies in each chapter that highlight the international realities of tourism, hospitality and events marketing in practice. These include Spiritual Tourism in Tamil Nadu, India; Social media listening at Marriott's headquarters in Hong Kong; The Deer Hunt Festival in Winneba, Ghana; Music themed hotels in Prague, Amsterdam, Berlin and Mexico; The promotion of Hawaii through film and television; Dark Tourism in Vietnam. The book is complemented by a companion website featuring a range of tools and resources for lecturers and students including PowerPoint slides, an instructor manual, a test bank of multiple choice questions and author curated video links to make the examples in each chapter come to life. Ideal for undergraduate and postgraduate students looking for an introductory text to marketing for tourism, hospitality and events.

The SAGE Handbook of Tourism Studies Tazim Jamal, Mike Robinson, 2009-06-18 The strongest overview I have encountered of the scope and the current state of research across all the fields involved in advancing our understanding of tourism For its range of topics depth of analyses and distinction of its contributors nothing is comparable Professor Dean MacCannell University of California Davis The breadth of vision and sweep of accounts is remarkable and range of topics laudable a rare combination of the authoritative the challenging and stimulating Professor Mike Crang Durham University Tourism studies developed as a sub branch of older disciplines in the social sciences such as anthropology sociology and economics and newer applied fields of study in hospitality management civil rights and transport studies This Handbook is a sign of the maturity of the field It provides an essential resource for teachers and students to determine the roots key issues and agenda of tourism studies exploring The evolution and position of tourism studies The relationship of tourism to culture The ecology and economics of tourism Special events and destination management Methodologies of study Tourism and transport Tourism and heritage Tourism and postcolonialism Global tourist business operations Ranging from local to global issues and from questions of management to the ethical dilemmas of tourism this is a comprehensive critically informed constructively organized overview of the field It draws together an inter disciplinary group of contributors who are among the most celebrated names in the field and will be quickly recognized as a landmark in the new and expanding field of tourism studies

Proceedings of the 2nd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences Christos Frangos, 2009

Tourism and Development in Sub-Saharan Africa Marina Novelli, 2015-09-16 Over the past 20 years the perception of tourism as an effective contributor to socio economic development in the developing world has propagated with many viewing tourism as a provider for poverty alleviation and towards other UN Millennium Development Goals Over the same period readers have become familiar with the paradoxes complexities and inequalities of tourism in relation to development wealth creation growth redistribution governance and hosts guests relationships This volume further extends this critical debate with a much needed cohesive publication on Sub Sahara Africa SSA In an era of fluctuating tourist arrivals at global level the growth of tourism in SSA requires deeper consideration in terms of its inconsistent and questionable implications at local level Taking as a central theme the debate on whether tourism should be used in development efforts this book examines the way in which tourism has controversially become the way forward to development in several SSA locations and assesses bottlenecks to sustainable development as well as dilemmas and challenges faced by those SSA destinations seeking to achieve development through tourism It offers an explicit set of chapters adopting a multi disciplinary approach drawing upon tourism studies human geography sociology anthropology political economy development and environmental studies and integrates case studies authored by local African practitioners and academics to produce a book that gave voice to local experts on local realities Combining an overview of key theories concepts contemporary issues and debates as well as practical insights from a wide

range of regions in SSA this book will be a valuable resource for those investigating the role of tourism in development

The Routledge Handbook of Cultural Tourism Melanie Smith,Greg Richards,2013-01-17 The Routledge Handbook of Cultural Tourism explores and critically evaluates the debates and controversies in this field of Tourism It brings together leading specialists from a range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on this significant stream of tourism and its future direction The book is divided into 7 inter related sections Section 1 looks at the historical philosophical and theoretical framework for cultural tourism This section debates tourist autonomy role play authenticity imaginaries cross cultural issues and inter disciplinary Section 2 analyses the role that politics takes in cultural tourism This section also looks at ways in which cultural tourism is used as a policy instrument for economic development Section 3 focuses on social patterns and trends such as the mobilities paradigm performativity reflexivity and traditional hospitality as well as considering sensitive social issues such as dark tourism Section 4 analyses community and development exploring adaptive forms of cultural tourism as well as more sustainable models for indigenous tourism development Section 5 discusses Landscapes and Destinations including the transformation of space into place issues of authenticity in landscape the transformation of urban and rural landscapes into tourism products and conservation versus development dilemmas Section 6 refers to Regeneration and Planning especially the creative turn in cultural tourism which can be used to avoid problems of serial reproduction standardisation and homogenisation Section 7 deals with The Tourist and Visitor Experience emphasising the desire of tourists to be more actively and interactively engaged in cultural tourism This significant volume offers the reader a comprehensive synthesis of this field conveying the latest thinking and research The text is international in focus encouraging dialogue across disciplinary boundaries and areas of study and will be an invaluable resource for all those with an interest in Cultural Tourism This is essential reading for students researchers and academics of Tourism as well as those of related studies in particular Cultural Studies Leisure Geography Sociology Politics and Economics

Strategic Management for Travel and Tourism Nigel Evans,George Stonehouse,David Campbell,2012-04-27 Strategic Management for Travel and Tourism is the must have text for students studying travel and tourism It brings theory to life by using industry based case studies and in doing so speaks the language of the Travel and Tourism student Among the new features and topics included in this edition are international case studies from large scale businesses such as Airtours MyTravel and South West Airlines user friendly applications of strategic management theory such as objectives products and markets and strategic implementation together with illustrative case studies and longer case studies for seminar work and summaries contemporary strategic issues affecting travel and tourism organizations such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well rounded book ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism

The Spread of Yield Management Practices Fabiola Sfodera,2006-01-16 Yield management has always been considered a

technique for large companies whether these be airlines railroad car rental or hotel companies Its application to the small and medium sized businesses that characterise the tourism industry in many countries Italy in the first place has never been totally excluded but its implementation and subsequent actuation has always been considered too expensive for this type of business In recent years all this has been changing Technology and research have opened up new possibilities for its application at costs and following methods that are acceptable even to those who cannot access sophisticated statistics or mathematics instruments The evolution and the rapid changes in the reference scenarios both of the demand and the offer have done the rest It has become clear that to compete in a market as vast as the tourism one one must apply the principles and techniques of marketing to produce and deliver a service that can satisfy the needs of the client better than the competition In the same way however a deeper knowledge of the processes of the clientele s choice acquisition and consumption permits the formulation of increasingly accurate forecasts of their behaviour and an understanding of the significance and importance that each client segment attaches to the purchase and consumption of a particular service In this way the application of the yield management technique has assumed a new and more important position as well as a greater and constant spread

Tourism Studies and the Social Sciences Andrew Holden,2004-12-30 Based upon a social science approach to understanding the significance of tourism in contemporary society Andrew Holden s fascinating book highlights tourism as a multidisciplinary area of study with rich and varied theoretical underpinnings Here Holden introduces social science disciplines and applies relevant theories to the understanding of tourism He investigates how the economic and political structures of society influence the manifestation of tourism at a global level and subsequently considers a variety of topical issues including citizenship and social exclusion tourism as a form of trade consumerism the consequences of tourism and feminism and ethics Each chapter includes a brief introductory summary of the discipline a critique of its main theories and concepts which have relevance to tourism a discussion of how the theories and concepts have been applied to tourism using cases and examples international case studies and examples Punctuated with study and teaching aids chapter summaries and think points to encourage reflection this excellent broad ranging textbook provides a wider understanding of tourism s role in society

Golf Tourism Simon Hudson,Louise Hudson,2014-02-28 Golf continues to represent the largest sports related travel market valued at 30 billion with over 50 million golf tourists travelling the world to play on some of the estimated 40 000 courses Golf Tourism is the leading text for both students and practitioners and the completely updated and revised new edition discusses the latest issues

Marketing for Tourism and Hospitality Simon Hudson,2004 Marketing for Tourism and Hospitality A Canadian Perspective is the first marketing text that deals specifically with tourism and hospitality marketing in Canada Containing the most up to date examples and solid case studies as well as rich Web resources this comprehensive and highly readable book is suitable for both college and university Tourism and Hospitality Marketing programs

Tourism Economics Tzung-Cheng (TC) Huan,Shenglin Ben,2025-09-26 This comprehensive

volume offers a cutting edge analysis of the intricate relationship between finance and tourism in the global economy Through three interconnected sections the book provides a thorough examination of how financial mechanisms shape tourism development business performance and economic sustainability Part I of the book explores financial inclusion s critical role in tourism development particularly in emerging markets featuring groundbreaking research on mobile money innovations and conservation financing The second section delves into strategic financial management and performance metrics in the tourism industry offering valuable insights into crisis resilience and business sustainability The final section presents illuminating case studies from diverse global contexts from China s privatized nature based tourism to Caribbean economic stability Drawing on empirical research and featuring studies by leading scholars this volume examines crucial topics including Financial inclusion s impact on tourism demand in developing economies Mobile money s role in conservation and community based tourism Strategic financial management in the hospitality sector Crisis response and resilience in tourism businesses Privatization of tourism resources and international capital markets Essential reading for policymakers tourism industry professionals researchers and students in tourism economics development studies and financial management this book provides a comprehensive framework for understanding the financial dimensions of modern tourism It was originally published in *Tourism Recreation Research* *Emerging Innovative Marketing Strategies in the Tourism Industry* Ray, Nilanjan, 2015-08-03 The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations *Emerging Innovative Marketing Strategies in the Tourism Industry* is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations this publication is an essential reference source for students researchers and practitioners seeking research on the latest applications models and approaches for promotion in the travel industry This publication features valuable research based chapters across a broad range of relevant topics including but not limited to consumer search behavior customer relationship management smart technologies experiential tourist products leisure services national brand images and employment generation **Research Methods for Leisure and Tourism** A.J. Veal, 2017-12-19 Now in its fifth edition *Research Methods for Leisure and Tourism* has become the ultimate reference text for both students enrolled in undergraduate and postgraduate degrees and practising managers This book combines comprehensive coverage of a wide variety of qualitative and quantitative research methods with step by step guidance through research software including Excel SPSS and NVivo Key features Coverage of both qualitative and quantitative research methods ensuring a balanced approach to data collection and analysis Practical guidance on conducting research and writing reports showing the how as well as the what Detailed coverage of the development of

conceptual frameworks for research research design analytical methods and the composition of research reports providing everything required to conduct a research project International case studies and extensive examples from the leisure and tourism literature Questions exercises and further reading for each chapter Extensive web based support materials New to this edition The fifth edition has been fully updated throughout and includes additional material on Management and policy related research methods EndNote bibliographic referencing software Notes on additional methods including big data discourse analysis multiple correspondence analysis netnography web based research people meters For the analysis of quantitative data SPSS is updated to version 23 For qualitative data analysis the guide to NVivo software is updated to version 11

Classic Reviews in Tourism Christopher P. Cooper, 2003 Drawing together some of the leading authors in tourism this text provides state of the art reviews of research in fields of tourism The text also revisits classic reviews which first appeared in Progress in Tourism Recreation and Hospitality Management series over a decade before the publication of this title Topics covered include gender alternative tourism urban tourism heritage tourism and environmental auditing

The Economics of Tourism Destinations Guido Candela, Paolo Figini, 2012-09-11 The book aims at providing an overview of the main economic issues related to tourism activities While tourism is an important sector contributing to more than 10% of the European Union's GDP research and teaching at the university level has only recently grown to a considerable level and the field still lacks a firm research methodology This book approaches tourism economics as an applied field of study in which tourism markets are represented as imperfect markets with asymmetric and incomplete information among agents bounded rationality and with a strong presence of externalities and public goods The economic issues studied in the book are approached both intuitively largely using examples and case studies and formally with mathematical formalizations in text boxes

Handbook of Research Methods in Tourism Larry Dwyer, Alison Gill, Neelu Seetaram, 2012-01-01 This is an excellent book which significantly contributes to tourism research and education It takes a rigorous yet readable style to address twenty five of the most pertinent quantitative and qualitative techniques applied in tourism research the book will appeal to a wider readership of social scientists as well as to scholars of tourism as each chapter provides a thorough overview and explanation of the techniques irrespective of their tourism application Dimitrios Buhalis Bournemouth University UK This insightful book explores the most important established and emerging qualitative and quantitative research methods in tourism the authors provide a detailed overview of the nature of the research method its use in tourism the advantages and limitations and future directions for research Each chapter is structured to provide information on the nature of the technique and its evolution background and types of problems that the technique is designed to handle applications of the technique to tourism including discussion of studies that have used the technique and their findings advantages and limitations of the technique conceptually and for policy formulation and further developments and applications of the technique in tourism research Handbook of Research Methods in Tourism will appeal to social scientists

students as well as researchers in tourism who use quantitative and qualitative research techniques *Geography in America at the Dawn of the 21st Century* Gary L. Gaile, Cort J. Willmott, 2004-02-05 *Geography in America at the Dawn of the 21st Century* surveys American geographers current research in their specialty areas and tracks trends and innovations in the many subfields of geography As such it is both a state of the discipline assessment and a topical reference It includes an introduction by the editors and 48 chapters each on a specific specialty The authors of each chapter were chosen by their specialty group of the American Association of Geographers AAG Based on a process of review and revision the chapters in this volume have become truly representative of the recent scholarship of American geographers While it focuses on work since 1990 it additionally includes related prior work and work by non American geographers Includes a foreword by the eminent geographer Gilbert White *International Handbook on the Economics of Tourism* L. Dwyer, 2007-09-24 Tourism economics is a rapidly expanding field of research and interest in the subject has been growing steadily over the past decade As a field of study it is one of the small band of areas such as energy and transport economics that draws on and applies developments in general economics This highly accessible and comprehensive Handbook presents a cutting edge discussion of the state of tourism economics and its likely directions in future research Leading researchers in the field explore a wide range of topics including demand and forecasting supply transport taxation and infrastructure evaluation and application for policy making Each chapter includes a discussion of its relevance and importance to the tourism economics literature an overview of its main contributions and themes a critical evaluation of existing literature and an outline of issues for further conceptual and applied research Larry Dwyer and Peter Forsyth have assembled a fascinating Handbook that will be an invaluable and much welcomed reference book for tourism economics scholars and researchers at all levels of academe General economics scholars will also find much to engage them within the book **Innovative Economic, Social, and Environmental Practices for Progressing Future Sustainability** Goi, Chai Lee, 2022-05-13 The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a blueprint to achieve a better and more sustainable future for all Sustainable development is a long term solution to how we plan our indefinite progress in the future and the concept covers a broad scope of environmental social and economic developments Sustainable development is the ideal vision of the future and requires further study and consideration Innovative Economic Social and Environmental Practices for Progressing Future Sustainability explores the current practices in economic social and environmental sustainable development Covering topics such as digital economies community development and equality this reference work is ideal for academicians researchers practitioners policymakers government officials decision makers instructors and students

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