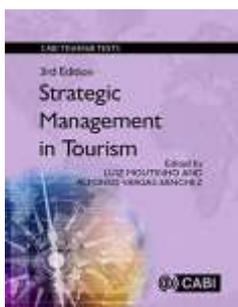


Strategic Management in Tourism



v měkké vazbě, 328 stran
vyd. CABI, 3.vydání, II/2018
ISBN 9781786390240

katalog.cena cca 1.290 Kč vč.DPH
v této nabídce **1.090 Kč** vč.DPH

This comprehensive textbook has, at its core, the importance of linking strategic thinking with action in the management of tourism. It provides an analytical evaluation of the most important global trends, as well as an analysis of the impact of crucial environmental issues and their implications. Fully updated throughout, this new edition: -Covers forecasting, functional management and strategic planning; -Includes extra chapters to incorporate a wider spread of important topics such as sustainability, authenticity and crisis management; -Contains pedagogical features throughout, such as learning objectives, questions and case studies to aid understanding. Now in its third edition, and reviewing the major factors affecting international tourism management, this well-established student resource provides an essential overview of strategic management for students and professionals in the tourism sector.

Special Interest Tourism



v měkké vazbě, 234 stran
vyd. CABI, I/2018
ISBN 9781780645667

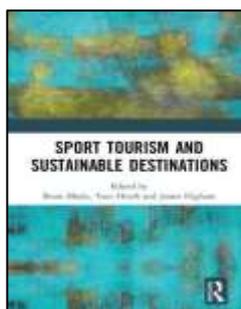
katalog.cena cca 1.290 Kč vč.DPH
v této nabídce **1.090 Kč** vč.DPH

Special interest tourism is growing rapidly due to a discerning and heterogeneous travel market and the demand for more focused activity or interest-based tourism experiences. This book approaches the topic from the perspective of both supply and demand, and addresses the complexities now inherent in this area of tourism. It presents a contextualised overview of contemporary academic research, concepts, principles and industry-based practice insights, and also considers the future of special interest tourism in light of the emergence of ethical consumerism.

With a clear, user-friendly structure, the book: -Links theoretical frameworks to clear practical applications. -Reviews key emerging issues for tourism relating to families and faith, the performing arts, active and passive pursuits, therapeutic leisure and travelling. -Includes contributions and case studies from international academics and practitioners to give a truly global overview.

Sometimes referred to as niche or contemporary tourism, this book provides a complete introduction to the study of special interest tourism for students.

Sport Tourism and Sustainable Destinations



v pevné vazbě, 251 stran
vyd. Routledge, III/2018
ISBN 9780815380221

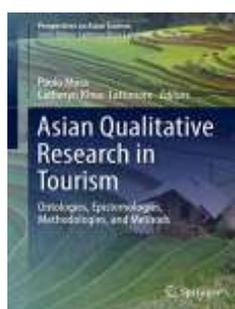
katalog.cena cca 3.700 Kč vč.DPH
v této nabídce **2.970 Kč** vč.DPH

Destinations include the places, landscapes and communities where sport tourism development takes place. Whether sport tourism development takes the form of sport events, active participation in sport, and/or sports nostalgia/heritage, it draws on local resources, forms part of the complex dynamic of daily life. As such, sports tourism has implications for residents, with destination communities in a position to benefit from, or absorb the costs of, the extent to which development is sustainable.

Subsequently, this book features contributions that focus on sport tourism and destination sustainability. Issues covered include, though are not limited to, destination management, surf localism, the production of space, event sustainability in national parks, utilisation of sport heritage for destination promotion, enhancing the attractiveness of destinations through sport tourism, destination development and sport tourism, utilising sport to motivate travel to destinations and environmentally responsible behaviour in sports tourism destinations. The unique contribution of this edited volume is the multi-disciplinary approach applied to enhance conceptual understanding of issues surrounding sport tourism and destination sustainability.

The chapters originally published as a special issue in the Journal of Sport & Tourism.

Asian Qualitative Research in Tourism



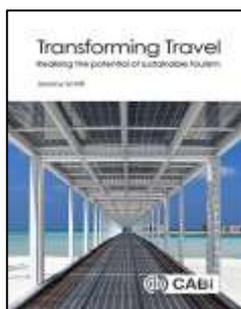
v pevné vazbě, 311 stran
vyd. Springer, III/2018
ISBN 9789811074905

katalog.cena cca 3.980 Kč vč.DPH
v této nabídce **2.990 Kč** vč.DPH

This book explores the ontologies, epistemologies, methodologies, and methods that inform tourism qualitative research conducted either by Asian scholars or non-Asian scholars focusing on Asia. In addition to providing a platform for researchers to publish their qualitative journeys, it aims to encourage further Asian qualitative tourism research production. The book not only includes chapters from Asian scholars but also non-Asian tourism researchers with a focus on Asia, as their chapters are crucial to represent the multiplicity of realities constituting 'Asia'.

It is of interest to the whole tourism academic community as it provides novel methodological insights from a non-Western perspective, which at the moment are often silenced by dominant (Western) voices.

Transforming Travel



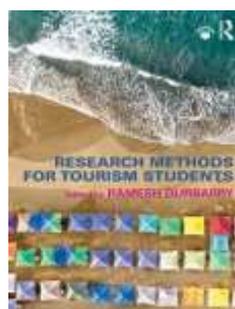
v měkké vazbě, 124 stran
vyd. CABI, XII/2017
ISBN 9781786394194

katalog.cena cca 590 Kč vč.DPH
v této nabídce **490 Kč** vč.DPH

Transforming Travel combines stories from leading companies, interviews with pioneers and thinkers, along with thorough analysis of the industry's potential to make lasting, positive change. - A unique collection of case studies and stories of the most successful, inspirational, impactful and innovative travel businesses in the world. - A vital presentation of the latest research and statistics on the positive impacts and potential of transformative, sustainable tourism. - A positive and realistic vision of the scope of tourism to promote sustainable development at a time when travel and interaction with foreign cultures is facing numerous existential challenges.

Written in a highly engaging style Transforming Travel presents an urgent argument for transforming tourism so it might reach its potential to promote tolerance, restore communities and regenerate habitats, while providing a vital guide for anyone looking to develop the successful sustainable tourism enterprises and destinations needed to do so.

Research Methods for Tourism Students



v měkké vazbě, 294 stran
vyd. Routledge, XII/2017
ISBN 9780415673198

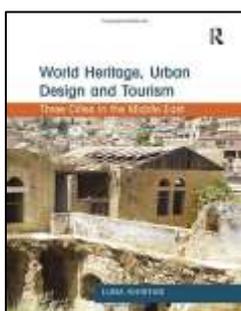
katalog.cena cca 1.070 Kč vč.DPH
v této nabídce **850 Kč** vč.DPH

This introductory guide offers innovative ideas and strategies to students undertaking their first social science research work. Academically rigorous yet accessible, it uses a systematic step-by-step approach to illustrate the research process and its applications to the tourism industry. Students are presented with numerous examples and case studies, linking theory with practice.

The textbook provides a balanced coverage of both qualitative and quantitative methods, accompanying students throughout the process of selecting a research topic and specifying research questions, aims and objectives. A range of pedagogical features such as discussion questions, practical tips and examples enable students to review the literature, understand models and methodologies, analyse and interpret data (quantitative and qualitative) and ultimately write up their findings. Featuring contributions by a group of academics with expertise in their respective fields, the book provides a comprehensive and engaging introduction to research methods.

This is an essential resource to tourism students and will also be of interest to researchers in any social science subject.

World Heritage, Urban Design and Tourism



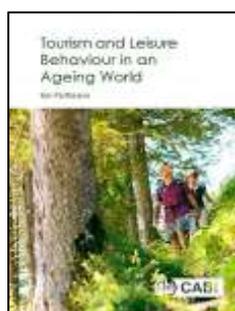
v měkké vazbě, 196 stran
vyd. Routledge, XII/2017
ISBN 9780815399643

katalog.cena cca 970 Kč vč.DPH
v této nabídce **770 Kč** vč.DPH

Urban planners and conservationists in historic cities around the world grapple with the competing interests of conservation, urban design, and economic and social development. This book offers an interdisciplinary approach to the key relationships between heritage conservation, city space design, and tourism development in historic cities, linking theory and practice in a unique way. The book offers an investigation of three Middle Eastern historic cities, Aleppo, Acre and Salt, all of which face significant challenges of heritage conservation, adaptation to contemporary needs, and tourism development.

It presents practical scenarios for the conservation and design of historic urban spaces and the development of sustainable tourism, from the perspective of planners, local communities and international tourists. The author offers a comparative approach which transcends political strife and provides valuable lessons for the other cities inscribed on UNESCO's World Heritage List, especially those in developing countries.

Tourism and Leisure Behaviour in an Ageing World



v pevné vazbě, 240 stran
vyd. CABI, XI/2017
ISBN 9781786390943

katalog.cena cca 2.740 Kč vč.DPH
v této nabídce **2.300 Kč** vč.DPH

Tourism and Leisure Behaviour in an Ageing World, based on Ian Patterson's previously published Growing Older, provides an overview of the latest research concerning tourist behaviour and leisure needs of baby boomers, seniors, and older adults. With an increasingly ageing population, industry interest has intensified and there has been a corresponding explosion in related research activity. Covering marketplace trends that attract the older market, this new edition: - Provides an understanding of the older tourism and leisure market, discussing how to effectively provide for this expanding group; - Discusses growing areas such as independent travel, the leisure experience, cultural and heritage tourism, cruises, and health and wellness tourism; - Supplies case studies of tourism and leisure organizations successfully catering to the needs of the older market.

This book is an invaluable resource for researchers and students interested in senior leisure and travel, a sector with the money and the time to invest heavily in leisure and tourism activities. It can also be applied by professionals to improve their product offerings for this sector, which, while valuable, brings its own unique challenges.