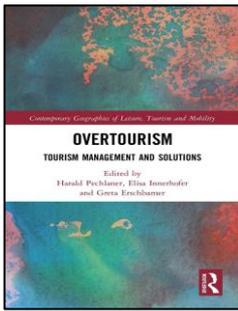


Overtourism



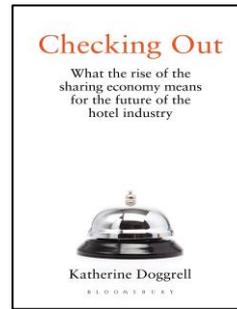
v pevné vazbě, 238 stran
vyd. Routledge, IX/2019
ISBN 9780367187439

katalog.cena cca 4.020 Kč vč.DPH
v této nabídce **3.200 Kč** vč.DPH

Overtourism explores a growing phenomenon in tourism that is currently creating tensions in both urban and rural tourist destinations worldwide. This volume proposes a framework for a series of possible solutions and management strategies for dealing with overtourism and the various negative impacts that large quantities of tourists can impose. Questioning the causes of this phenomenon - such as increased prosperity and mobility, technological development, issues of security and stigma for certain parts of the world, and so on - this book supposes that better visitor management strategies and distribution of tourists can offset the negative impacts of overtourism.

Individual chapters focus on a range of destinations including Venice, Barcelona and Dubrovnik, as well as UNESCO cultural and natural heritage sites, where local political actors and public authorities are not always able to deal with the situation effectively. Integrating research and practice, this book will be of great interest to upper-level students, researchers and academics in tourism, development studies, cultural studies and sustainability, as well as professionals in the field of tourism management.

Checking Out



v pevné vazbě, 224 stran
vyd. Bloomsbury Business, I/2020
ISBN 9781472968722

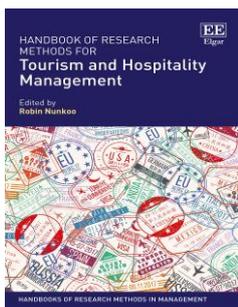
katalog.cena cca 680 Kč vč.DPH
v této nabídce **530 Kč** vč.DPH

As one of the world's most established industries, the hotel sector has remained relatively unchanged and unchallenged for decades. Yet traditional hotels have recently come under increasing pressure on two major fronts: from disruptors in the sharing economy such as Airbnb, and by a rising wave of modern consumers who have become re-educated by social media and hotel comparison websites. Can this traditionally slow-moving sector reinvent itself or will it become increasingly marginalized? Is it time for traditional hotels to check out? Increasing numbers of hoteliers believe that traditional hotels are on the brink of a resurgence in popularity.

Global hotel chains are catching up to modern trends - adding technologized curation and personalisation to their offerings. In *Checking Out*, Katherine Doggrell interviews key figures in the hotel industry and draws upon various case studies to explore the ways in which this traditionalist industry can remain relevant in the 21st century. The hotel 'experience' has been redefined, as guests now value fast Wi-Fi and mobile check-ins over room service and mini-fridges.

Checking Out is an engaging investigation into the unprecedented challenges that face the hotel sector in the digital era and the strategies that are being employed by its leaders and innovators.

Handbook of Research Methods for Tourism and Hospitality Management



v měkké vazbě, 584 stran
vyd. Edward Elgar Publishing, I/2020
ISBN 9781785366291

katalog.cena cca 1.500 Kč vč.DPH
v této nabídce **1.280 Kč** vč.DPH

For the current multidisciplinary community of tourism and hospitality scholars, support for research methods has been disparate and uneven. In this Handbook, renowned experts fulfil a pressing need to outline, gather and resolve methodological issues within tourism and hospitality into one original, global and comprehensive work. With over 40 chapters by leading researchers, this Handbook allows for the exploration of new innovative ideas and presents future challenges in the field.

Sharing their trusted methods and previous successes and failures, the authors cover various quantitative, qualitative and mixed-methods approaches, including sampling and knowledge transfer. Sections also explore the foundations of research and wider debates in tourism and hospitality, such as ethical issues and climate change. Compiling the most up-to-date methods from global research, this Handbook will be a key companion for post-graduate students.

Established researchers of hospitality and tourism will find this Handbook to be an excellent concise read to assist in their continuing research.

Strategic Management for Tourism, Hospitality and Events



v měkké vazbě, 788 stran
vyd. Routledge, 3.vydání, VIII/2019
ISBN 9781138345942

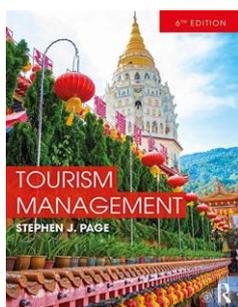
katalog.cena cca 1.680 Kč vč.DPH
v této nabídce **1.360 Kč** vč.DPH

Strategic Management for Tourism, Hospitality and Events is the must-have text for students approaching this subject for the first time. It introduces students to fundamental strategic management principles in a tourism, hospitality and events context and brings theory to life by integrating a host of industry-based case studies and examples throughout. Among the new features and topics included in this third edition are: New and fully updated international case studies from both SMEs and large-scale businesses integrated throughout to show the various applications of strategic management theory.

More extensive combined sector case studies on relevant topics such as Airbnb are also included at the end of the book for seminar work. New content on relevant topics such as big data, artificial intelligence, political external environment, social media and e-marketing, sustainability and CSR, absorptive capacity, and innovation. Web support for tutors and students providing explanation and guidelines for instructors on how to use the textbook, as well as supplementary exercises, case studies and video links for students.

This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. It is an essential resource for tourism, hospitality and events students.

Tourism Management



v měkké vazbě, 510 stran
vyd. Routledge, 6.vydání, III/2019
ISBN 9781138391161

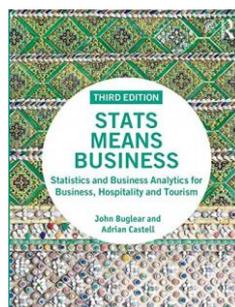
katalog.cena cca 1.440 Kč vč.DPH
v této nabídce **1.180 Kč vč.DPH**

One of the leading texts in the field, *Tourism Management* is the ideal introduction to the fundamentals of tourism as you study for a degree, diploma or single module in the subject with a global focus.

This 6th edition has been revised and updated to include:

- *new content on: sports, festivals and event tourism including the impact of the Olympic Games, social media impacts on tourism and the growth of medical tourism
- * contemporary issues affecting businesses such as disruptive technology, the rise of Airbnb, the impact of terrorism on destination instability and safety and the potential effect of BREXIT
- * updated case studies on BRIC markets and an enhanced focus on Asia as well as emerging markets such as the Middle East and South America
- * enhanced sustainable development coverage highlighting the challenge of climate change and future tourism growth including new debates such as Last Chance Tourism and overtourism
- * a transport section with more international perspectives from China and South America and globalised transport operators and a case study on using taxation to limit air travel behavior
- * an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links.

Stats Means Business



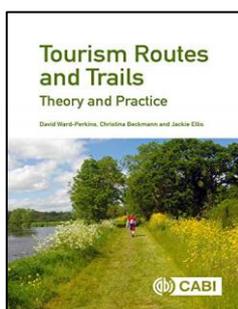
v měkké vazbě, 294 stran
vyd. Routledge, 3.vydání, V/2019
ISBN 9781138588226

katalog.cena cca 1.380 Kč vč.DPH
v této nabídce **1.120 Kč vč.DPH**

Stats Means Business is an introductory and comprehensive textbook written especially for Hospitality, Business and Tourism students who take statistics or quantitative methods modules. By minimising technical language, providing clear definitions of key terms and giving emphasis to interpretation rather than technique, this book caters to beginners in the subject. This book enables readers to appreciate the importance of statistical analysis in hospitality, tourism and other fields of business, understand statistical techniques, develop judgement in the selection of appropriate statistical techniques and interpret the results of statistical analysis.

This new edition has been fully revised and updated to include: New content on business analytics Case studies demonstrating practical applications An extensive selection of new self-test questions *Stats Means Business* is an ideal, accessible and practical introduction to statistics and quantitative research methods for Hospitality, Business and Tourism students. Visit the companion website at www.routledge.com/cw/buglear for bonus teaching and learning resources.

Tourism Routes and Trails



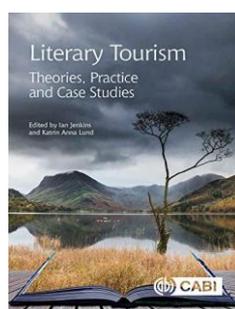
v měkké vazbě, 206 stran
vyd. CABI Publishing, XII/2019
ISBN 9781786394774

katalog.cena cca 840 Kč vč.DPH
v této nabídce **720 Kč vč.DPH**

Tourism Routes and Trails plunges into the world of 'extended' tourism, offering an exploration of the 'routes' phenomenon whereby tourism is no longer for a given destination, but extends over multiple sites, a territory or landscape. Covering how such routes are created, often as ways of clustering experiences, it also reviews their effects on tourism businesses, local populations and other stakeholders. Emphasising the critical role of local communities, volunteers and small businesses, as well as those who provide strategic direction and funding, the book: - Is based in tourism theory, but focuses on the models and practice of route formation; - Includes a rich selection of contemporary examples and cases, showing the reader best practice as well as illustrating challenges and risks; - Covers both strategic issues of concern to nations, regions and local authorities, and the complex dynamics occurring on the ground, such as the role of grass-roots organisations and local communities.

Routes allow destinations to diversify their offer and spread the economic and social benefits of tourism. With tourist behaviour increasingly shifting to thematic experiences, this book shows how to create these in a way that is both meaningful for visitors and beneficial for the destination. Suitable for tourism policy makers, economic development agencies and local stakeholders, it is also a vital resource for the next generation; students of tourism, sociology, local politics and economic development.

Literary Tourism



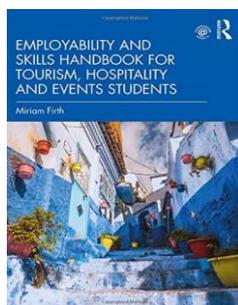
v pevné vazbě, 210 stran
vyd. CABI Publishing, VII/2019
ISBN 9781786394590

katalog.cena cca 2.840 Kč vč.DPH
v této nabídce **2.440 Kč vč.DPH**

Literary tourism is a nascent field in tourism studies, yet tourists often travel in the footsteps of well-known authors and stories. Providing a wide-ranging cornucopia of literary tourism topics, this book fully explores the interconnections between the written word and travel. It includes tourism stories using guidebooks, films, television and electronic media, and recognises that stories, texts and narratives, even if they cannot be classified as traditional travel writing, can become journeys in themselves and take us on imaginary voyages.

Furthermore, the book: - Provides a grounding in the theoretical perspectives on literature and the tourist experience; - Explores practical applications of literary tourism, such as destination promotion and creation, responsible tourism and learning benefits; - Uses global case studies to study literary tourism in action. Appealing to a wide audience of different disciplines, it encompasses subjects such as business literary writing, historical journeys and the poetry of Dylan Thomas. The use of these different perspectives demonstrates how heavily and widely literature influences travel, tourists and tourism, making it an important read for researchers and students of tourism, social science and literature.

Employability and Skills Handbook for Tourism, Hospitality and Events Students



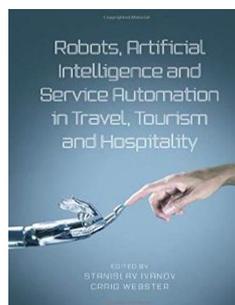
v měkké vazbě, 414 stran
vyd. Routledge, I/2020
ISBN 9781138493971

katalog.cena cca 1.000 Kč vč.DPH
v této nabídce **800 Kč** vč.DPH

This handbook provides students with an essential understanding of the skills and knowledge needed to work in the Tourism, Hospitality and Events industries. It offers reflective, reflexive and critical analysis on personal, academic and professional development. Not only looking at how to develop the skills, attributes and prospects for employment in these competitive industries, this handbook also focuses on what the employers in Tourism, Hospitality and Events sectors require of graduate employees.

Highly illustrated, the chapters contain think points and activities, and case studies are integrated throughout offering first hand advice from both employer and graduate perspectives. The first book to focus on skills and employability in Tourism, Hospitality and Events, this is a must read for all students studying these fields.

Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality



v pevné vazbě, 296 stran
vyd. Emerald Publishing, X/2019
ISBN 9781787566880

katalog.cena cca 2.240 Kč vč.DPH
v této nabídce **1.900 Kč** vč.DPH

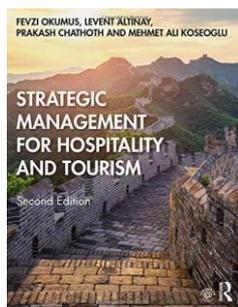
Using a combination of theoretical discussion and real-world case studies, this book analyses the use of robotics, artificial intelligence and services automation (RAISA) within the travel, tourism and hospitality industries.

Divided into two sections, the book first concentrates on the theoretical aspects surrounding the use of RAISA in travel, tourism and hospitality. Themes explored include:

- economic fundamentals
- customer attitudes
- chatbot adoption
- service quality

Following on from this, the second section concentrates on current and future use of RAISA technologies in specific subsectors of the tourism economy: hotels, restaurants, travel agencies, museums, and events. With an international scope of authorship and focus, the book is a useful reference source for scholars, students, and general readers interested in robotics, artificial intelligence, and automation technologies. Alongside this, the business insights and case studies examined in the book offer practitioners guidance on how these technologies can and will be incorporated into organizations, particularly those in the travel and tourism industry.

Strategic Management for Hospitality and Tourism



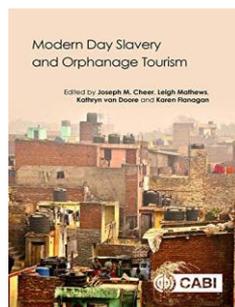
v měkké vazbě, 338 stran
vyd. CRC Press, 2.vydání, XI/2019
ISBN 9780815393474

katalog.cena cca 1.500 Kč vč.DPH
v této nabídce **1.220 Kč** vč.DPH

Strategic Management for Hospitality and Tourism is an essential text for both intermediate and advanced learners aspiring to build their knowledge related to the theories and perspectives on the topic. The book provides critical and analytical insights on contemporary theoretical models and management practices while enhancing the learning process through worked examples and cases applied to the hospitality and tourism setting. This new edition highlights the rapidly changing socio-economic and political global landscape and addresses the cultural and socio-economic complexities of hospitality and tourism organizations in the new era.

It has been fully updated to include: A new chapter on finance, business ethics, corporate social responsibility, and leadership as well as new content on globalisation, experience economy, crisis management, consumer power, developing service quality, innovation and implementation of principles. New features to aid understanding of the application of theory, and spur critical thinking and decision making. New international case studies with reflective questions throughout the book from both SME's and large-scale businesses. Updated online resources including PowerPoint presentations, additional case studies and exercises, and web links to aid both teaching and learning. Highly illustrated and in full colour design, this book is essential reading for all future hospitality and tourism managers.

Modern Day Slavery and Orphanage Tourism



v pevné vazbě, 184 stran
vyd. CABI Publishing, XI/2019
ISBN 9781789240795

katalog.cena cca 2.680 Kč vč.DPH
v této nabídce **2.400 Kč** vč.DPH

Orphanage tourism is the practice, in less developed contexts, where tourist interactions with "orphaned" children are central to traveller itineraries and experience making.

While being attractive to the desire of tourists and volunteers to "do good" while travelling, underlining orphanage tourism is the fact that the vast majority of children (over 80%) in orphanage institutions are not orphans. Instead they are the victims of intentional attempts by poor families to give children access to education opportunities, and consistent and reliable nutrition. However, such desires are easily exploited, and there are limited means by which families are able to ascertain the veracity around whether children are definitely receiving the care they have been promised.

Orphanages themselves are very often for-profit enterprises, where the commodification of good intentions cycle begins and becomes embedded in the tourism supply chain where children become attractions and the focus of tourist consumption, and orphanages become sites of tourism production.