



Tourism, Hospitality & Event Management

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RD Boyd



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Leadership Approaches in Global Hospitality and Tourism Baytok, Ahmet,Zorlu, Özcan,Avan, Ali,Bayraktaroğlu, Engin,2023-02-10 The ever changing conditions of the present climate require leaders who can ensure adaptation between human resources and work transform systems and direct people to goals in a more effective and persuasive way Leadership is very crucial and necessary in the field of tourism as it is in all fields Leadership has been dealt with in the historical process with situational approaches behavioral approaches and leadership skills since the early 1980s leadership approaches such as transformative servant spiritual and authentic leadership have come to the fore Leadership Approaches in Global Hospitality and Tourism examines popular approaches to leadership in the context of tourism and contributes to the extant literature by demonstrating various aspects of the hospitality and tourism industry It reveals the leadership approaches that scholars and practitioners should adopt in order to understand the crucial role of leadership and to respond to everchanging conditions with empirical studies theoretical backgrounds and best practices Covering topics such as soft skills transformational leadership and self leadership this premier reference source is an excellent resource for business executives and managers governmental and non governmental organization leaders students and educators of higher education librarians researchers and academicians

Events Management Nicole Ferdinand,Paul J. Kitchin,2016-10-12 Taking an explicit international approach to the subject Events Management combines theory and practice to address the challenges and opportunities of working in a global world to help prepare students for the realities of the events management sector Written by a high profile international team of editors and contributors the text features cases spanning Europe Africa Asia Australia and North America and covers key topics and issues such as fundraising sponsorship globalization and sustainability It also aims to bolster student employability through the inclusion of features such as practical asides case studies and a Diary of an Events Manager to give students a window into the real life of a practitioner Brand new to the Second Edition Three new chapters covering industry related contemporary developments in social media events tourism and the future of international events New case studies in every chapter illustrating real life and diverse practical applications of each topic Updated theory about the critical global issues affecting events and the main drivers of change in the industry A Companion Website featuring links to interactive learning resources an Instructors manual for lecturers events related videos for fun additional educational viewing and author selected SAGE journal articles for advanced learning Suitable for courses in Events Management and International Events Management

Airport Marketing Strategies Lázaro Florido-Benítez,2024-10-24 Strategies Aviation and Tourism Perspectives offers a contemporary global vision of airport marketing strategies in the context of the aviation and tourism sectors

Event Tourism and Sustainable Community Development Ekta Dhariwal,Shruti Arora,Anukrati Sharma,Azizul Hassan,2023-10-27 The event tourism business has become more and more essential to community development in countries around the world helping to increase the appeal of

specific destinations and generating huge economic benefits for the communities of the destinations impacting local economies With examples from India Sri Lanka Turkey Malaysia United Arab Emirates Bangladesh Cambodia Portugal Argentina and Zimbabwe this volume provides a valuable examination of sustainable community development in conjunction with event tourism along with helpful tools for promoting organizing and hosting successful events This book looks at a wide range of festivals and other events around the world and examines their impact on tourism sustainability local culture and community and community development It highlights rural as well as urban event tourism event tourism during and after COVID 19 how event tourism impacts women s empowerment promoting event tourism and community development new opportunities and challenges in event tourism education and more The Emerald Handbook of International Dark Tourism Anukrati Sharma,Shruti Arora,2025-12-08 The practice of visiting locations connected to death calamity and human suffering known as dark tourism is a contentious area of research Bringing together top international academics and specialists The Emerald Handbook of International Dark Tourism provides a thorough and multidisciplinary investigation of this phenomena

Technological Innovation and AI for Sustainable Development in Events and Festivals Anukrati Sharma,Jeetesh Kumar,Shruti Arora,2025-05-30 From sustainable event planning to the influence of VR AI and mobile applications on tourist behaviour this book explores the dynamic landscape where innovation meets tradition It studies the intersection of green technologies sustainable infrastructure and the delicate balance between cutting edge tools and the intrinsic emotional aspects of human engagement Aligned with the United Nations 17 Sustainable Development Goals the book highlights AI s potential to drive meaningful contributions to a sustainable future It anticipates the imminent transformation of festivals and events through technological innovation and AI implementation It will allow the reader to gain insights into how automation streamlines logistics optimizes marketing efforts and enhances the overall attendee experience **II VI. ASC 2023 / FALL SMART FUTURE: YESTERDAY, TODAY & TOMORROW** Prof. Dr. Muhammad Ashfaq -Prof. Dr. Avdesh Jha -Assoc. Prof. Dr. Hamza Şimşek -Dr. Logaiswari Indiran- Dr. Azamat Maksüdünov- Dr. Sinem Sönmez -Dr. Cumali Yaşar,2026-02-10

Strategic Tourism Planning for Communities Anukrati Sharma,Shruti Arora,2024-06-12 From developed to developing nations the utilization of tourism as a development strategy has been a prevalent practice at both national and local levels In this compelling read the authors explore an understanding of how countries envision the future of their tourism sectors and chart a course towards that vision **The Future of Events** Narendra Kumar,Swati Sharma,Bruno Barbosa Sousa,2026-02-05 This new volume is a comprehensive exploration into the transformative trends innovative strategies and emerging paradigms that are redefining the landscape of events globally offering a nuanced understanding of the forces driving change and the opportunities they present for event professionals businesses and communities The book explores the integration of augmented reality and virtual experiences in sustainable event management practices exploring from the rise of hybrid events to the impact of artificial intelligence on event planning and execution Topics also cover diverse types of

events including religious and cultural events how global events affect the growth of international tourism incorporating sustainability into event planning and much more

The Study of Food, Tourism, Hospitality and Events Sue Beeton, Alison Morrison, 2018-06-14 This book elaborates upon critiques and discusses 21st century approaches to scholarship and research in the food tourism hospitality and events trades and applied professions using case examples of innovative practice The specific field considered in this book is also placed against the backdrop of the larger question of how universities and other institutions of higher learning are evolving and addressing the new relationships between research scholarship and teaching

Hospitality and Tourism Management Petter M. Berge, 2010 Tourism is an activity that can have a truly major impact on sustainable development In this book similarities and differences between international tourists from China France and the USA are investigated Moreover the significant role that culture holds in affecting travellers buying behaviour has led growing number of researchers to study differences particularly between Western and Asian countries This book undertakes a critical review of these and relevant issues affecting the reliability and validity of cross cultural research CCR In addition small countries exceptional natural beauty and unique cultural resources often look towards tourism development as an economic growth strategy However communities often disagree on the nature of development strategies The authors of this book propose a standard methodology on sustainable tourism for application in tourism destinations and enterprises in all the business cycle of tourism activity Furthermore due to the affect of globalisation and the rapid changes that occur in global higher education during the past decade the concept of internationalisation in higher education institutions has been widely discussed This book reviews various aspects of internationalisation and discusses its applications implications in relation to the hospitality higher education Other chapters provide an exploratory analysis of gender differences in perceptions of managerial work investigate destination benchmarking in the context of measuring customer satisfaction as an output of performance improvement and provides a theoretical framework that investigates the fundamentals of discounting and empirically assesses the efficacy of the discounting process in the lodging industry

Journal of Hospitality & Tourism, 2005 *Black Newspapers Index*, 2009

Lodging, Restaurant and Tourism Index, 1998 *Event Management*, 2007 **Managing Tourism Firms** Clive L. Morley, 2007 In this volume Dr Clive Morley presents a series of papers designed to illustrate facets of managing organisations engaged in tourism Back cover

The Journal of Tourism Studies, 1999 *Information Technology & Tourism*, 2006 *The New Bajan*, 1990 **Luxury Tourism** Roland Conrady, David Ruetz, Marc Aeberhard, 2020-10-31 Over the past two decades through unprecedented levels of prosperity and changing values luxury tourism has transformed into a new consumption pattern This book analyzes the topic in detail with contributions from both recognized scientists and prominent executives in the luxury business It shows how the concept of luxury has shifted from material to immaterial dimensions and outlines new trends that will shape the luxury market in the future The content includes carefully selected

leading examples from the most important segments of the tourism market along with concrete recommendations and best practices Sharing unique insights the book is a must read for those working in the tourism industry as well as lecturers and university students of tourism

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