This timely and significant book examines the characteristics and complexities of Asian tourism, considering the extent to which Western paradigms can be transposed to Asian settings and the constraints that exist within the region. In an era of unprecedented urbanization in Asia, this book comes at a time of great urgency, illuminating the possible problems and opportunities that arise when a destination emerges as a tourism hotspot. Focusing on how destinations benefit from emerging sources of leisure travel, the book explores the cultural, business, consumer, and social aspects of tourism, including the development and implementation of sustainable tourism and the challenges faced by the tourism industry. It is an essential resource for anyone interested in the tourism industry in Asia, including researchers, practitioners, policymakers, and students.

Tourism in Asian Cities

Tourism in Asian Cities: Competency, Customer Relationship Management, and Departmental Relationships is ideally designed for managers, tourism media journalists, hotel managers, management consulting companies, human resources professionals, performance improvement organizations, and students of hospitality management. This book provides insights into the challenges and opportunities of managing tourism in today's competitive market, offering valuable insights on how to leverage customer experiences, enhance brand reputation, and drive revenue growth.

The Experience Economy: Work, Play, and the Search for Meaning in a Commercial Society

The Experience Economy: Work, Play, and the Search for Meaning in a Commercial Society is a groundbreaking book that explores the shift from products to experiences in the modern economy. It offers a framework for understanding how businesses can create and sustain unique experiences that drive customer loyalty and drive sales.

Co-Creation, Value Creation and Co-Devolution in Tourism

Co-Creation, Value Creation and Co-Devolution in Tourism is a comprehensive guide to understanding the complex dynamics of co-creation in the tourism industry. It provides insights into how tourists and destinations can co-create value, and how businesses can use this knowledge to create more meaningful and sustainable experiences.

Tourism Marketing and Branding

Tourism Marketing and Branding is a comprehensive guide to understanding the complex dynamics of co-creation in the tourism industry. It provides insights into how tourists and destinations can co-create value, and how businesses can use this knowledge to create more meaningful and sustainable experiences.

New Perspectives, Practice and Cases

New Perspectives, Practice and Cases offers a comprehensive and up-to-date overview of the latest developments in tourism and hospitality management. It covers a wide range of topics, from marketing and brand management to sustainability and ethical considerations.

Research delivers a multitude of approaches to value creation, represented here as a set of definitions, perspectives, and interpretations of how tourism contributes to value creation, as a way of marketing, and the role of government in value creation. The book is designed to be a useful reference for students and practitioners in the field of tourism and hospitality management.

Creating Experience Value in Tourism

Creating Experience Value in Tourism is a comprehensive guide to understanding the complex dynamics of co-creation in the tourism industry. It provides insights into how tourists and destinations can co-create value, and how businesses can use this knowledge to create more meaningful and sustainable experiences.

Tourism and Social Media: A Guide to Managing and Marketing Tourism Experiences

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