

Language Tourism Destinations A Case Study Of Motivations

This book presents the latest knowledge on the still under-researched field of academic tourism, which over the past decade has gained in importance at local and national economic levels as a result of increasing international mobility of students and academic staff in higher education. A wide range of themes are explored from various perspectives, with the focus on Europe. Particular attention is paid to academic tourism demand, expenditure, and economic impact; the relationships between academic tourism and local and regional development, sustainable development, and environmental sustainability; and the importance of academic tourism for the internationalization of higher education and international cooperation and development. Further topics to be considered include the significance of academic tourism for the dynamics of tourism destinations and insights from experimental tourism research. In addition to theoretical chapters and state of the art reviews, readers will find insightful empirical and case studies. The book will be of interest to academics, researchers, students, and practitioners, including policy makers.

This book provides a snapshot of the COVID-19 pandemic situation from the perspective of the tourism, aviation and hospitality industries. The book analyzes the challenges and possible strategies for recovery to meet the urgent needs of the industry to deal with this catastrophic health crisis. A good part of the book discusses the negative effect of the pandemic to these industrial sectors and the strategies to reduce it. The book also explores other aspects of the tourism and hospitality development as the base for recovery such as applying more flexible business models, understanding the residents perception and emotion experience, strengthening the human resource management, and improving the destination image for marketing, etc. Some long-term issues are also discussed such as management education and environment protection education. The book is highly recommended for tourism and aviation researchers, policy makers, industry practitioners, and graduate students. This book is a collection of selected papers from the 10th International Conference on Tourism and Hospitality between China and Spain (www.china-spain.org).

Drawing from lessons of the COVID-19 pandemic, *Tourism Destination Management in a Post-Pandemic Context* presents cases and competencies to advance theoretical and empirical knowledge in the management of destinations post-pandemic.

Conflicts, Religion and Culture in Tourism highlights the role of religious tourism and pilgrimage as a tool for improving cultural relations. Helping to form culture and society worldwide, faith plays a vital part in cross-cultural conflict resolution and opening dialogue across peoples. This book shows how faith and activism can respond to the common challenges of peace making and coexistence both within and among the world's many traditions.

Conflicts, Religion and Culture in Tourism provides a timely assessment of the increasing linkages and interconnections between religious tourism and secular spaces on a global stage. Written from a multidisciplinary perspective, it provides an invaluable resource for those studying and researching religion, tourism and cultural management.

Conceptual Concerns and Empirical Manifestations

Volume 32

7th ICSIMAT, Athenian Riviera, Greece, 2018

The Rise of Tourism in Croatia

Instruments, Products, and Case Studies

The Impact of Culture on Tourism

The book provides a holistic approach to wine destination management and marketing by bringing together wine tourism research with research in wine and destination management. Chapters are contributed by numerous international authors offering an international and multidisciplinary perspective. The book combines fresh research approaches with international industry examples and case studies in the following key topics: understanding demand of wine destinations; New approaches and practices of wine destination marketing; innovation and design of wine destination experiences and wine routes; planning and development of wine destinations. The book analyses wine destination management and marketing issues from the perspectives of the various stakeholders of wine destinations (e.g. tourists, cellar doors, wine tourism firms, destination managers, wine associations and networks). The book is equally valuable to researchers and industry professionals alike.

Increasingly tourists are seeking learning and educational holidays. This interest has led to the provision of tourism product with some form of learning or education as an integral component, including cultural heritage tourism and ecotourism. The growth of offshore education and lifelong learning has stimulated cross-border movement for language learning, school excursions and university student travel. Reflecting this growth in educational tourism types, the author outlines the main forms of educational tourism, their demand and supply characteristics, their impacts and the management issues associated with them, taking a holistic systems-based perspective. The book argues that without adequate research and appropriate management of educational forms of tourism, the potential regional development impacts and personal learning benefits will not be maximised. The book highlights the need for collaboration and networking between both the tourism and education industries to adequately manage the issues surrounding the growth in educational tourism.

The papers in this volume study how all language levels are constantly involved in promoting insignificant places as desirable tourist destinations. Drawing on different communicative practices from various cultures, the case studies show that language use and the concept of the 'tourist gaze' are in a permanent strategic interplay.

This book focuses on film tourism: the phenomenon of people visiting locations from popular film or TV series. It is based on a unique, Asian perspective, encompassing case studies from around the pan-Asian region, including China, Taiwan, India, Japan, South Korea, Thailand, Hong Kong, Indonesia, and Singapore. By focusing emphatically on film tourism in the non-West, this book offers a timely and crucial contribution to a more comprehensive understanding of the relation between film, culture and place, particularly in light of the increased volume of media production and consumption across Asia, and the consequent film tourism destinations that are currently popping up across the Asian continent.

Tourism in Destination Communities

Academic Tourism

European Journal of Tourism Research

Selected Papers from ICOTTS 2021, Volume 1

Evolution of Destination Planning and Strategy

Tourism Destination Management in a Post-Pandemic Context

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of

marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

The marketing of a destination necessitates effective strategic planning, decision making and organization. Notwithstanding, the destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors. Strategic Perspectives in Destination Marketing is a collection of innovative research on the methods and applications of branding in the tourism, travel, and hospitality industry sectors. This book provides students and practitioners with a good understanding of the tourism marketing environment, destination branding, pricing of tourism products, tourism distribution channels, e-tourism, as well as on sustainable and responsible tourism practices, among other topics. It explores the socio-economic, environmental, and technological impacts of tourism through various regional-focused empirical studies and contemporary discussions. This book is ideally designed for managers, travel agents, tourism professionals, executives, marketing agencies, academicians, researchers, and graduate-level students seeking current research on the applications of branding strategies in the tourism sector.

Provides a comprehensive and unique examination of global language learning outside of the formal school setting Authored by a prominent team of international experts in their respective fields, The Handbook of Informal Language Learning is a one-of-a-kind reference work and it is a timely and valuable resource for anyone looking to explore informal language learning outside of a formal education environment. It features a comprehensive collection of cutting edge research areas exploring the cultural and historical cases of informal language learning, along with the growing area of digital language learning, and the future of this relevant field in national development and language education. The Handbook of Informal Language Learning examines informal language learning from both theoretical and practical perspectives. Structured across six sections, chapters cover areas of motivation, linguistics, cognition, and multimodality; digital learning, including virtual contexts, gaming, fanfiction, vlogging, mobile devices, and nonformal programs; and media and live contact, including learning through environmental print, tourism/study abroad. The book also provides studies of informal learning in four national contexts, examines the integration of informal and formal classroom learning, and discusses the future of language learning from different perspectives. Edited by respected researchers of computer-mediated communication and second language learning and teacher education Features contributions by leading international scholars reaching out to a global audience Presents an exciting and progressive selection of chapters in a rapidly expanding field of research and teaching Provides a state-of-the-art collection of the theories, as well as the historical, cultural and international cases relating to informal language learning and its future in a digital age Covers 30 key topics that represent pioneering findings and new research The Handbook of Informal Language Learning is an essential resource for researchers, students, and professionals in the fields of language acquisition, English as a second language, and foreign language education.

The English of Tourism is a collection of essays on the English specific to the Tourism Industry. The approach is a linguistic one: the different aspects of the English used in the field of tourism (tourism industry, types of tourism, travel agencies, Internet sites of travel agencies, eco-tourism, travel) and in tourism-related fields (accommodation, advertising, entertainment, food services, hospitality, transportation) are analysed from a morphological (combination, derivation), syntactical (nominal phrases, verbal phrases), lexical and lexicographical, semantic (homonymy, semantic fields, synonymy, terminology), pragmatic (academic discourse, idiom, metaphor), etymological (etymon, Latin heritage), and contrastive (Croatian – Romanian, English – Croatian, English – Romanian, French – English, Romanian – English) points of view. This book will appeal to people employed in industries including hotels, transportation, events, food and beverage, parks and recreation, as well as to professors, researchers, students, and translators from Croatian-, English-, French-, and Romanian-speaking countries, active in their own countries or abroad. The types of academic readership it will appeal to include: academic teaching staff, researchers and students in the field of tourism, of tourism-related fields – accommodation, advertising, entertainment, food services, hospitality, and transportation – and of languages.

Advances in Tourism, Technology and Systems

Credibility and perception of green branding in destinations. A case study of Switzerland

Destination Marketing

Tourist Destination Management

An international perspective

The English of Tourism

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2018, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

This book is the latest and most comprehensive reference to the regional geography of Spain, taking into account emergent issues such as biodiversity, climate change and nationalism. It appeals to scientists as well as to students and instructors and all fields of geography, regional, environmental and cultural studies, and business related disciplines. It covers the whole range of topics from the physical to the human geography of Spain and provides detailed insights into all 17 autonomous communities. Dozens of GIS maps and hundreds of photographs and images including remote

sensing imagery make this volume a must have for every geography department.

This book provides a wide-ranging overview of the current state of tourist destination management and presents important recent research in the field. Contemporary theoretical and methodological approaches to management and marketing are discussed, and innovative practices with respect to both urban and rural destinations are described with the aid of many interesting case studies from across Europe and beyond. In addition, the volume addresses key issues such as governance, cooperation, the use of social media, and sustainability. A variety of influences on tourism development are examined, and efficient strategies for making destinations distinct are explored. The book will be a welcome addition and update to the existing literature and will be of interest to academics and practitioners alike.

The main focus of the series is to divulge the innovative methods of inquiry so as to inspire new research topics that are vital and have been in large neglected.

Ethnic and Minority Cultures as Tourist Attractions

Coachella Valley and Mount Everest region

Theoretical and Empirical Insights

Film Tourism in Asia

Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)

The Case of Adventure Tourism

This volume seeks to add to our understanding of how language is constructed in late capitalist societies. Exploring the conceptual and theoretical underpinnings of the so-called "commodification of language" and its relationship to the notion of linguistic capital, the authors examine recent research that offers implications for language policy and planning. Bringing together an international group of scholars, this collection includes chapters that address whether or not language can rightly be referred to as a commodity and, if so, under what circumstances. The different theoretical foundations of understanding language as a resource with exchange value – whether as commodity or capital – have practical implications for policy writ large. The implications of the "commodification of language" in more empirical terms are explored, both in terms of how it affects language as well as language policy at more micro levels. This includes more specific policy arenas such as language in education policy or family language policies as well as the implications for individual identity construction and linguistic communities. With a conclusion written by leading scholar David Block, this is key reading for researchers and advanced students of critical sociolinguistics, language and economy, language and politics, language policy and linguistic anthropology within linguistics, applied linguistics, and language teacher education.

Master's Thesis from the year 2016 in the subject Tourism, grade: 1,5, Oxford Brookes University, language:

English, abstract: Green marketing and branding is not a widely researched topic in a destination context. Therefore, this dissertation uses Switzerland and the new sustainable tourism campaign in 2017 as a case study to explore the field in terms of credibility and perception. The research is based on a document/website analysis, expert interviews and tourist questionnaires to explore and analyse opinions and views on the topic.

Research Companion to Language and Country Branding brings together entirely new interdisciplinary research conducted by scholars working on various sociolinguistic, semiotic, anthropological and discursive analytical aspects of country branding all over the world. Branding is a process of identity construction, whereby countries gain visibility and put themselves on the world map as distinctive entities by drawing on their history, culture, economy, society, geography, and their people. Through branding, countries aim not only at establishing their uniqueness but also, and perhaps most importantly, at attracting tourism, investments, high quality human capital, as well as at forging financial, military, political and social alliances. Against this backdrop, this volume explores how countries and regions imagine and portray others and themselves in terms of gender, ethnicity, and diversity today as well as the past. In this respect, the book examines how branding differs from other, related policies and practices, such as nation building, banal nationalism, and populism. This volume is an essential reference for students, researchers, and practitioners with an interest in country, nation, and place branding processes.

Research Paper (undergraduate) from the year 2010 in the subject Instructor Plans: Gastronomy / Hospitality / Tourism, , course: -, language: English, abstract: The present study is based on exploring the link between online branding and tourism destination 's promotion. From the last two decades, the online media(s) and internet tools contributing enormously in promotion of products as well as services. With the advent of globalization, the service sector also upgraded and the world-class customers are emerged. Henceforth, the promotion of tourism destination by using the online media(s) has drawn extensive attention with ample amount of opportunities. The strategic role played by internet and online technologies in the promotion of tourism destinations across the globe has been catching the attention of researchers to fully explore this segment and utilizing it to earn the desired results. The overall process of online branding contributes in the worldwide promotion of tourism destinations ' and ultimately it helps to secure the sustainable competitive advantage. There are several case studies of the tourism destinations which preferred and utilized the latest online technologies as their main conduit to promote and nourish their destinations to reach their potential markets and able to promote it and also creating the wider scope for future online branding strategies. The findings of the study suggesting also considered the online branding strategies along with traditional methods of destination branding.

The Handbook of Informal Language Learning

The Challenge of Sustainability

The Commodification of Language

Destination Marketing Organisations

Theory and Cases

Strategic Innovative Marketing and Tourism

This book deals broadly with tourism planning and development from the perspective of Croatia, a major Adriatic tourism destination which is fast becoming one of the most popular vacation spots in the European Union. With the recent accession of Croatia to the EU, Croatia is undergoing a rapid political and economic transition and generating scholarly interest in the country's primary, secondary, and tertiary industries. This book examines the country's long history and thriving success in the tourism industry through issues of destination image and identity, management challenges, economic impact, and how to attract tourists in the midst of extreme political changes. The book explores the implications of policy decisions on product development and takes a theoretically sound approach to destination planning and problem-solving in Croatia. Its timely view of Croatian national tourism policy and the broader Adriatic/Mediterranean region makes this book of interest to all scholars, students, and practitioners engaged in various aspects of destination development planning and management.

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

The study of tourism as a complex social phenomenon, beyond simply business, is increasing in importance. Providing an examination of perceptions of culture and society in tourism destinations through the tourist's eyes, this book discusses how destinations were, and are, created and perceived through the 'lens' of the tourist's gaze.

In this book, we introduce the themes and approaches covered in the issue Sustainable Tourism Marketing. Its objective was to analyze the main contributions made as a result of research related to sustainable tourism – marketing management and current trends in the field. This book gathered articles about the marketing of destinations, and the marketing and communication management of companies and tourism organizations from a sustainable tourism perspective.

The Routledge Handbook of Language and Intercultural Communication

The Geography of Spain

Handbook of Niche Tourism

Sustainable Tourism Marketing

Marketing and Managing Tourism Destinations

Labour Policies, Language Use and the 'New' Economy

This book focuses on ethnic and minority communities in urban contexts and the ways in which their cultures are represented in tourism development. It offers a multi-disciplinary approach which draws on examples and case studies of ethnic and minority communities and cultural tourism development from all around the world, including slums in India, favelas in Brazil, Chinatowns in Australia, Jewish quarters in Central and Eastern Europe, ethnic villages in China, the African district of Brussels, the gay quarter in Cape Town and a desert town in Israel. It offers a positive perspective on ethnic and minority cultures and communities at a time when social and political support is lacking in many countries. This book will be a useful resource for those studying and researching cultural and urban tourism, urban planning and development, community studies and urban and cultural geography.

Travellers are now spoilt by choice of available holiday destinations. In today's crowded tourism market place, destination competitiveness demands an effective marketing organisation. Two themes underpin Destination Marketing Organisations. The first is the challenges associated with promoting multi-attributed destinations in dynamic and heterogeneous markets, and the second is the divide between tourism 'practitioners' and academics. Written by a former 'practitioner', Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of practical value to DMOs. Key learning outcomes are to enhance understanding of the fundamental issues relating to: The rationale for the establishment of DMOs The structure, roles, goals and functions of DMOs The key opportunities, challenges and constraints facing DMOs The complexities of marketing destinations as tourism brands The Author Dr Steven Pike (PhD) spent 17 years in the tourism industry, working in destination marketing organisations, before joining academia. He is currently a Visiting Scholar with the School of Advertising, Marketing and Public Relations at Queensland University of Technology, and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University.

This Handbook provides a critical analysis of the evolution of the contemporary niche tourism phenomenon. By framing discussions around sustainable development thinking, concepts and practical applications, each chapter provides specific reflections on niche tourism trends, successes and/or failures, and the challenges and opportunities that destinations that pursue tourism as a vehicle for sustainable development face around the world.

Distinguishing between sustainable development and sustainable tourism, the authors examine whether, and in what form, tourism can contribute to sustainable development and growth. Focusing on different types of tourism appropriate to particular situations, the team of leading contributors draws on examples from around the world - Canada, USA, Spain, Belgium, UK, Australia - to explore tourism's contribution to the economic, social, political and environmental advancement of developing countries and the importance of tourism in industrialised nations. This book examines the new policies and initiatives established by both the private sector and the state to pursue sustainable tourism growth and identifies the opportunities and challenges inherent in achieving it.

Tourism, Development and Growth

A Complete Synthesis

Tourism, Aviation and Hospitality Development During the COVID-19 Pandemic

Linguistic Insights

The Branding of Tourist Destinations Advances in Hospitality and Leisure

The European Journal of Tourism Research is an open-access academic journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited. Empirical studies need to have either a European context or clearly stated implications for the European tourism industry. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. The European Journal of Tourism Research is a Platinum open-access journal. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Tourism is a fast-growing and changing industry, which has become a driver of economic development in both developed and underdeveloped countries. While the tourism industry's potential for shared value creation and sustainable development is acknowledged, the concerns around the environmental and social pressures remain a challenge for businesses, organizations, and destinations. This is because sustainable tourism arguably conflicts with the predominant neoliberal structure of the economy and with the hierarchical, profit- and consumption-driven societies. The emphasis on competition, growth, and profitability may undermine economic viability itself by consuming unreproducible resources and by undermining the six essential elements—dignity, people, prosperity, social justice, planet, and partnership—that are conceptually linked to sustainable development. The crises recurrently challenging the global travel and tourism environment, including climate change, bushfires, extreme weather disasters, pandemics, and the financial crisis, show the weaknesses of neoliberal approaches and the collective economic dependency of countries on tourism that is vulnerable, if not completely unsustainable. This vulnerability asks for understanding that the collective future depends on developing entirely new approaches and interpretation of tourism to effectively respond to the human, societal, social, and climate challenges. This book offers a novel and original perspective entailing the application of a humanistic management approach to sustainable tourism, which is centered on the value of human life, the protection of human dignity and the promotion of well-being. Multiple theoretical approaches, methods, and practical cases, on an international scale, shed light on shared value creation and human dignity as a necessary condition for its achievement in different contexts. Implicitly and explicitly, they respond to the current urgency to implement strategies to recover from the worldwide impact of the pandemic crisis and to provide a vision of what tourism could and should be when it recovers. It will be of interest to researchers, academics, professionals, and postgraduates in the fields of management, sustainability, and tourism development.

This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2021), held at the University of Cartagena, in Cartagena de Indias, Colombia, from 4 to 6 November 2021. The book is divided into two volumes, and it covers the areas of technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart destinations, robotics in tourism, and information systems and technologies.

This book provides an in-depth analysis of language and tourist mobility within an adventure tourism context. It uses a critical and ethnographic approach, contributing to poststructuralist perspectives of social life that are currently undergoing considerable changes on social, political, cultural and linguistic levels. Drawing upon an array of data sources collected over five years on two continents, it examines and compares the way language and communication (e.g. speech, written texts, visual resources) are used within the production of place-making practices in two of the world's top adventure tourism destinations: Interlaken, Switzerland and Queenstown, New Zealand. It centres on issues such as cross-cultural discourses, transcultural texts, and semiotic landscapes.

Managing Educational Tourism

Contested Spatialities, Lifestyle Migration and Residential Tourism

Humanistic Management and Sustainable Tourism

Strategic Perspectives in Destination Marketing

Strategies of Adaptation in Tourist Communication

Wine Tourism Destination Management and Marketing

Lifestyle Migration and Residential Tourism represent a major trend in individualized societies worldwide, which is attracting a rapidly growing interest from the academic community. This volume for the first time, critically analyses the spatial, social and political consequences of such leisure-oriented mobilities and migrations. The book approaches the topic from a multidisciplinary and international perspective, unifying different branches of research, such as lifestyle migration, amenity migration, retirement migration, and second home tourism. By covering a variety of regions and landscapes such as mountain and coastal areas, rural and inland communities this volume productively engages with the formal and analytical variations of

the phenomenon resulting in an enriching debate at the intersection of different areas of research. Amongst others, topics like political contest and civic participation of lifestyle migrants, their impacts on local communities, social tensions and inequalities induced by the phenomenon, as well as modes of transnational living, home and belonging will be thoroughly explored. This thought provoking volume will provide deep analytical and conceptual insights into the contested geographies of lifestyle migration and further knowledge into the spatial, social and political consequences of leisure-oriented mobilities. It will be valuable reading for students, researchers and academics from a plethora of academic disciplines.

Since 2017, the term 'overtourism' has become the buzzword for destinations suffering the strain of tourism. It is a critical issue for the 21st century and beyond, and to date has only been examined from a tourism industry perspective. This book takes a different stand by investigating overtourism from a tourism education perspective. The recent global COVID-19 pandemic was expected to halt travel and, arguably, overtourism. However, industry experts and researchers share the opinion that instead of declining, overtourism is simply experiencing a shift, with a swarm of 'second home' and domestic travel that is likely to engulf many tourism destinations. Against this backdrop, the issue of overtourism remains relevant and studies on ways to cultivate responsible consumer mindsets to deal with overtourism and other sustainability issues in the tourism industry are called for. This book focuses on education as a transformative and strategic tool to tackle overtourism and related negative impacts. It presents original research on the topics of overtourism, education, and sustainability, and puts forward a range of practical and transformative tourism education strategies to mitigate overtourism and to promote the sustainable development of destinations. 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.

Seminar paper from the year 2022 in the subject Tourism - Miscellaneous, grade: 1,3, , language: English, abstract: This paper is about the importance of tourism in climatic-extreme destinations. Using the Coachella Valley and Mount Everest region as case studies. The main aim of this research is to highlight the economic impacts on the local community to prove that both destinations are highly dependent on tourism. In the last chapter, the devastating economic impacts of the covid pandemic – as a contrary situation - on each destination are observed to substantiate the importance of seasonal tourists. Resulting, more concrete statements on tourism dependency will be made, as worldwide travel restrictions and lockdowns led to a slump in the tourism industry, directly affecting the local economy. It is a well-known fact that the tourism sector can contribute to the economic growth of a region. This is why the tourism industry plays a crucial role in destination development – both directly and indirectly. As a result, tourism generates a variety of social benefits for a region like the creation of new jobs, infrastructural improvements and allows small-sized enterprises to grow. Consequently, tourism is even more important for seasonal and climatically challenging destinations to guarantee the survivability of the local community during the low season with hardly any tourists. Therefore, it is highly relevant to illustrate this positive influence in more detail. Throughout the entire paper, case studies of two different and climatically distinct destinations will be used: The Coachella Valley as a desert in California and in contrast the Mount Everest region with unpredictable temperatures combined with a lack of oxygen. There is no doubt that Mount Everest attracts significantly more spendy adventurers every single year. In addition, the Coachella Valley in California is primarily drawn by over 250,000 visitors in April from all over the globe to attend the famous "Coachella Valley Music" and "Arts Festival". It is even more interesting to observe how tourism influences spatial development, since both examples are climatic extremes with a significant tourism dependency.

This book consolidates international, contemporary and topical case study based research in tourism, travel, hospitality and events. Case studies can make learning more attractive and interesting as well as enable students to understand the theory better and develop their analytical and problem-solving skills. Using industry as an open living lab, case study based research infuses scholars into real-world industry challenges and inspires them to theorise and advance our knowledge frontiers. The book includes international case studies that can help tourism scholars build and advance (new) theories and enrich their educational practices. Case studies are accompanied with a teaching note guiding scholars to integrate case studies into instruction. Dr Kirsten Holmes, Chair, Council for Australasian Tourism and Hospitality Education (CAUTHE) There is a vital need for contemporary and well-structured case studies for use in tourism teaching. By including case studies from Australasia and key destination regions in Asia, Europe, and the Caribbean, the book is helpful for tertiary teachers globally. Professor Xander Lub, President, EuroCHRIE The book inspires educators and students. The cases provide context to students learning and demonstrate the richness and variation of the industry. The book also clearly demonstrates how research can inform our teaching. Professor Brian King, Chair, THE-ICE Assessment Panel The book includes cases under five themes: experiences, operations, technologies, strategy and marketing, and destinations. The book provides subject lecturers with a structure to guide students of applying theory into practice. Dr Paul Whitelaw, Academic Director, Southern Cross University This book marks a significant contribution to hospitality, tourism and events pedagogy at undergraduate and postgraduate level. At a time when the industry is demanding that our graduates have a strong grasp of "real world issues", the case study approach provides an accessible, meaningful and relatable means by which students can engage in real world issues.

The importance of tourism in climatic-extreme destinations

Research Companion to Language and Country Branding

Conflicts, Religion and Culture in Tourism

Perspectives on International Mobility in Europe

Human, Social and Environmental Challenges

Global Issues and Destination Management Solutions

The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

This book advances the current literature on destination marketing by using innovative up-to-date case studies from a wide geographical representation. The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image, branding, attractions and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism and film-induced tourism. Presenting detailed findings and a range of methodologies, ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars and practitioners in the fields of tourism and marketing.

The Routledge Handbook of Language and Intercultural Communication provides a comprehensive historical survey of language and intercultural communication studies with a critical assessment of past and present theory, research, and practice, as well as an insight into future directions. Drawing on the expertise of leading scholars from different parts of the world, this second edition offers updated chapters by returning authors and many new contributions on a broad range of topics, including reflexivity and criticality, translanguaging, and social justice in relation to intercultural communication. With an emphasis on

contemporary, critical perspectives, this handbook showcases the varied range of issues, perspectives, and approaches that characterise this increasingly important field in today ' s globalised world. Offering 34 chapters with examples from a variety of languages and international settings, this handbook is an indispensable resource for students and scholars working in the fields of intercultural communication, applied linguistics, TESOL/ TEFL, and communication studies.

Annotation. As a result of the ongoing growth in the tourism industry, many destinations around the world are undergoing transformations. New destinations are being 'discovered' in regions previously ignored, as people search for regions that are yet unspoiled by the ravages of mass tourism. At the same time, traditional destinations are experiencing rapid environmental, socio-cultural and economic modifications. These changes have the most effect on the destination community - the location where tourists spend their time and money, and influence development or degradation of the local environment. Tourism in Destination Communities describes both the positive and negative effects of tourism on the destination community. The chapters are divided into three sections which address the relationship between tourism and the destination community, the various impacts of tourism on the destination community and the challenges and opportunities for destination communities. Each chapter contains brief case studies and empirical examples.

Tourism and Visual Culture Methods and cases

A Strategy for Sustainable Tourism Futures

Case Based Research in Tourism, Travel, Hospitality and Events

Evolution, Transformation, and Trajectory

Overtourism and Tourism Education