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Choice Modelling in Assessing Tourists Destinations Nordic Tourism

"Worldwide destinations casebook provides 36 comprehensive case studies of international tourism destinations. A companion text to the core textbook Worldwide destinations, 4th ed., these cases contextualize the learning and provide real life illustrations of the theories covered"--Page 4 of cover. This book approaches the issue of contemporary destination governance from a case study point of view. 16 destinations from across Europe, Australia and Canada are presented in detail and an overview of their respective historical developments, their resource endowments and market positions as well as their stakeholder structure is given. Ethical and Responsible Tourism explains the methods and practices used to manage the environmental impact of tourism on local communities and destinations. This new edition takes into account recent global events such as the Covid-19 health crisis, the impacts of the war in Ukraine on tourism in neighbouring regions and the consequences of the energy and cost of living crisis. The three core themes of the book – destination management, environmental and social aspects of ethical sustainable development and business impacts – are discussed across both topic and case study chapters, alongside explanatory editorial analysis with all chapters clearly signposted and interlinked. The case studies address specific and practical examples from a global range of examples including sites in Australasia, Central America, Europe, Asia, North America and South America. In this new edition, further case studies are included from the USA and Japan, as well as new examples from Brazil, Croatia and Malta. Used as a core textbook, the linking of theory in the topic chapters, and practice gained through case studies, alongside further reading and editorial commentary, Ethical and Responsible Tourism provides a detailed and comprehensive learning experience. Specific case studies can be used as standalone examples as part of a case teaching approach, and the editorial and discussion elements are designed to be suitable for those simply seeking a concise overview, such as tourism professionals or potential investors in sustainable tourism projects. This revised edition continues to be essential reading for students, researchers and practitioners of tourism, environmental and

sustainability studies. Introduction Section One: History Philosophy and Theory

- 1. The Nineteenth Century 'Golden Age' of Cultural Tourism: How the Beaten Track of the Intellectuals became the Modern Tourist Trail**
- 2. Cultivated Pursuits: Cultural tourism as Metempsychosis and Metensomatosis**
- 3. Talking Tourists: The Intimacies of Inter-cultural Dialogue**
- 4. The (Im)mobility of Tourism Imaginaries**
- 5. Reflections on Globalization and Cultural Tourism**
- 6. Philosophy and the Nature of the Authentic**
- 7. The Multilogical Imagination: Tourism Studies and the Imperative for Postdisciplinary Knowing**

Section Two: Politics, Policy and Economics

- 8. Tourism Policy Challenges: Balancing Acts, Co-operative Stakeholders and Maintaining Authenticity**
- 9. Co-operation as a Central Element of Cultural Tourism: A German Perspective**
- 10. Territory, Culture, Nationalism, and the Politics of Place**
- 11. Cultural Lessons: the Case of Portuguese Tourism during Estado Novo**
- 12. The Establishment of National Heritage Tourism: Celebrations for the 150th Anniversary of the Unification of Italy**
- 13. Potential Methods for Measuring Economic Impacts of Cultural Tourism**
- 14. The Economic Impacts of Cultural Tourism**
- 15. The Economic Value of Cultural Tourism: Determinants of Cultural Tourists' Expenditures**
- 16. Can the Value Chain of a Cultural Tourism Destination be Measured?**

Section Three: Social Patterns and Trends

- 17. Cultural Tourism and the Mobilities Paradigm**
- 18. Erasmus Students - the 'Ambassadors' of Cultural Tourism**
- 19. Performing and Recording Culture: Reflexivity in Tourism Research**
- 20. Cosmopolitanism and Hospitality**
- 21. Hospitality**
- 22. A Darker Type of Cultural Tourism**
- 23. Tattoo Tourism in the Contemporary West and in Thailand**

Section Four: Community and Development

- 24. Tourism, Anthropology and Cultural Configuration Souvenirs and Cultural Tourism**
- 25. Documenting Culture through Film in Touristic Settings**
- 26. Understanding Indigenous Tourism**
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- 28. Maori Tourism: A Case Study of Managing Indigenous Cultural Values**
- 29. Social Entrepreneurship and Cultural Tourism in Developing Economies**

Section Five: Landscapes and Destinations

- 30. Space and Place-making Space, Culture and Tourism**
- 31. The Development of the Historic Landscape as a Cultural Tourism Product**
- 32. Finding a Place for Heritage in South East Asian cities**
- 33. Campus Tourism, Universities and Destination Development**

34. Cultural Heritage Resources of Traditional Agricultural Landscapes - Inspired by Chinese Experiences
35. Special Interest Cultural Tourism Products: The Case of Gyimes in Transylvania
Section Six: Regeneration and Planning
36. Tourism Development Trajectories- From Culture to Creativity?
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39. After the Crisis: Cultural Tourism and Urban Regeneration in Europe
40. From the Dual Tourist City to the Creative Melting Pot: the Liquid Geographies of Global Cultural Consumption
41. Regeneration and Cultural Quarters: Changing Urban Cultural Space
42. 'Ethnic Quarters': Exotic Islands of Trans-national Hotbeds of Innovation?
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Section Seven: The Tourist and Visitor Experience
44. The Tactical Tourist - Growing Self-awareness and Challenging the Strategists: Visitor Groups in Berlin
45. Cultural Routes, Trails and the Experience of Place
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47. An Experiential Approach to Differentiating Tourism Offers in Cultural Heritage
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49. Engaging with Generation Y at Museums
Conclusions and Future Directions for Cultural Tourism Research.

Worldwide Destinations Casebook features 38 comprehensive case studies of international tourism destinations, 10 of them brand new and 28 updated. A companion to the core textbook Worldwide Destinations 5th edition, these cases contextualise the learning and provide real life illustrations of the theories covered. This new edition covers subjects such as climate change, eco-tourism, destination regeneration and social impact. Case studies are drawn from all regions of the world and include: London Docklands regeneration A tourism strategy for Morocco 'New World' tourism - Outbound tourism from China Antarctica: tourism or conservation? Re-visioning tired destinations: Australia's gold coast Tourism in New York The Way of St. James: the pilgrimage as a cultural resource Ecotourism in the Ecuadorian Amazon

The casebook brings a range of benefits to the classroom and by encouraging active learning allows students to gain valuable experience in: Problem solving and decision making Focusing on key issues within a clearly defined situation The development or honing of critical thinking skills Recognising that there is no one 'correct'

answer to a problem Judging the relevance of different types of evidence and techniques Worldwide Destinations Casebook is the ultimate resource for contextualizing theory and is essential reading for any tourism student. Tourism is an increasingly important industry in the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) that is integral to economic, social and sustainable development. Nordic Tourism is the first comprehensive and accessible introduction to tourism in the region and also includes case studies from leading Nordic researchers on specific destinations, attractions, resources, concepts and issues. Worldwide Destinations: the geography of travel and tourism casebook provides over 40 comprehensive case studies of international tourism destinations. A companion text to the core textbook Worldwide Destinations 4th edition, these cases contextualise the learning and provide real life illustrations of the theories covered. Cases are drawn from all regions of the world and include: * London Docklands: waterfront regeneration and tourism development * Adventure Tourism in Scandinavia * Cultural Tourism in Madrid * Safari Tourism in Zimbabwe * Attractions tourism in New York City * The impact on tourism in Asia * Pro poor tourism initiatives The text provides thorough guidance on using the case studies for maximum benefit to both students and lecturers, with assignments and study tips for each case. * A companion text to the leading textbook Worldwide Destinations now in its fourth edition. * Comprises over 40 international case studies * User friendly, providing hints and tips on how to use case studies as a method of learning, and what can be drawn from each case Examines 9 international cases under the sections of Managing Heritage Sites, World Heritage Sites, and Heritage Tourism. Cases include: A Viking Case Study, Ethnic Enclaves: Singapore's Little India, Managing Religious Heritage Attractions: The Case of Jerusalem, , Edinburgh WHS, Indigenous Tourism and Heritage: A Maori Case Study and more. Abstract: The present quantitative study with a descriptive design tries to determine the conditions of "social prosperity" of three Mexican cultural tourist destinations, Yanhuitlán, Huejotzingo and Peña de Bernal. These places face similar conditions in aspects like marginalization and poverty but with activities like tourism have tried to reverse these adverse conditions. The objective was to know the

perception of their population about the improvement of their living conditions as a result of the tourist activity through the application of surveys carried out in the chosen destinations. The instrument used was a questionnaire with a Likert scale to facilitate the response of the informants and the processing of the information. For the validity and reliability of the measurement instrument a factor reduction analysis and a Cronbach's alpha were elaborated, after which a one-way ANOVA was elaborated to know the differences of means taking the Bonferroni and Scheffe tests. The results sho In today's highly competitive market, many destinations - from individual resorts to countries - are adopting branding techniques similar to those used by 'Coca Cola', 'Nike' and 'Sony' in an effort to differentiate their identities and to emphasize the uniqueness of their product. By focusing on a range of global case studies, Destination Branding demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time. * Includes five completely new chapters authored by brand consultants, destination marketers and academics, including Philip Kotler and Wally Olins. * A more global coverage with new case studies and examples from the US, New Zealand, Australia and Asia. * Considers the web as a channel of place branding/promotion and its effects on the industry 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. The present quantitative study with a descriptive design tries to determine the conditions of "social prosperity" of three Mexican cultural tourist destinations, Yanhuatlán, Huejotzingo and Peña de Bernal. These places face similar conditions in aspects like marginalization and poverty but with activities like tourism have tried to reverse these adverse conditions. The objective was to know the perception of their population about the improvement of their living conditions as a result of the tourist activity through the

application of surveys carried out in the chosen destinations. The instrument used was a questionnaire with a Likert scale to facilitate the response of the informants and the processing of the information. For the validity and reliability of the measurement instrument a factor reduction analysis and a Cronbach's alpha were elaborated, after which a one-way ANOVA was elaborated to know the differences of means taking the Bonferroni and Scheffe tests. The results show a significant difference between the averages of destinations in how residents perceive prosperity in the selected tourist destinations. 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. International Cases on Tourism Destination Management and COVID-19 provides students, lecturers and practitioners with an essential real-life resource on how different tourism destinations around the world have been impacted by, and responded to, the COVID-19 pandemic. These 34 in-depth case studies from the Americas, the APAC region, Europe, and the Middle East allow a global perspective, and acts as a toolkit than can be used to design a better future for tourism destinations that embraces sustainability and collaboration. For each case study, secondary sources such as media articles, industry and government reports, campaign materials, websites and social media channels have been

closely analysed. In addition, interviews have been conducted with destination marketers, government officials, tour operators, professional guides, and hotel managers to provide a holistic view for each destination. Each case study is structured around COVID-19 impacts, responses and outcomes, and includes further reading, video links, and discussion questions to challenge students further in their self-study and to encourage in-class discussions. This is an essential resource for tourism students and lecturers across the curriculum, and a fascinating read for anyone in the business of tourism. An international range of outstanding new cases focused on sustainable tourism management and development, including award winners and finalists from the WTTC Tourism for Tourism Awards they are written by local scholars who are experts in sustainable tourism. Social media is fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively produce information about tourism suppliers and tourism destinations. Presenting cutting-edge theory, research and case studies investigating Web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, this book also examines the ways in which tourism organisations reengineer and implement their business models and operations, such as new service development, marketing, networking and knowledge management. Written by an international group of researchers widely known for their expertise in the field of the Internet and tourism, chapters include applications and case studies in various travel, tourism and leisure sectors. 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. Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism. This study is a quantitative content analysis that examines the use of Facebook as a tourism destination marketing tool in Middle Eastern countries. While tourism is a key economic generator for many countries, emerging economies are confronted with additional challenges that those well-established destinations in North America, Australia and Europe normally don't have to contend with. The potential for terrorism, political unrest, natural disasters, accidents – not to mention epidemics – have the potential to derail tourism in emerging economies. To mitigate these risks, emerging destinations need well-coordinated management and marketing strategies. However, most texts on tourism destination marketing reflect destinations in more advanced countries. This book acknowledges the fact that emerging tourist destinations have unique characteristics and challenges, which have implications for destination marketing. Highlighting the marketing challenges, best practices and strategies relevant to emerging economies, this book covers core topics such as image creation and branding, destination marketing during crises and pandemics, market segmentation and the travel decision making process among others. Providing up to date knowledge on an otherwise under-explored topic, this collection is ideal reading for upper-level students, researchers and policymakers. International Cases in Tourism Management includes:

- * Profiles of individual companies**
- * Case studies on destination management and marketing**
- * Material on different management functions in tourism, such as marketing and human resource management**
- * Case studies of particular types of tourism, such as ecotourism and cultural tourism**

The case studies are supplemented by exercises and questions, which ensure that for students and tutors alike the book is the ideal accompaniment to all tourism courses. 368.7 Few forces in contemporary society influence the fortunes of tourism destinations more immediately than sport. From football fans to kayaking, Sports Tourism Destinations: issues, opportunities and analysis examines

the planning, development and management of sport tourism destinations. With contributions from international experts, this book looks at the dramatic effects sports tourism has on the economy and future of tourism destinations. Divided into four parts, the book systematically covers: Sports tourism destination analysis: applies principles of destination resource analysis to the study of sport tourism destinations Destination planning and development: illustrates the mutually beneficial links between sport, tourism and destination planning. Destination marketing and management: explores theoretical and applied aspects of sport tourism destination marketing and management Sport tourism impacts and environments: identifies and discusses critical issues of sustainable development at sport tourism destinations Practical case studies in each chapter illustrate and highlight the links between sport tourism theory and practice, making this book a vital resource for lecturers and students alike. The book of case studies is designed to be used in conjunction with its companion text -World Wide Destination: The geography of Travel and Tourism. However, the book can be used as a stand-alone resource for the teaching and learning of tourism destinations across the world. This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a

practical orientation. Core values of society, health and wellbeing impact today on all aspects of our lives, and have also increasingly influenced patterns of tourism consumption and production. In this context wellness has developed into a significant dimension of tourism in a number of new and long established destinations. However, although it is consistently referred to as one of the most rapidly growing forms of tourism worldwide there still remains a dearth of academic literature on this topic. This book uniquely focuses on the supply side of wellness tourism from a destination perspective in terms of the generation and delivery of products and services for tourists who seek to maintain and improve their health. This approach provides a better understanding of how wellness tourism destinations develop and explores the specific drivers of that growth in a destination context and how destinations successfully compete against each other in globalised market place. A range of wellness destination development and management issues are examined including the importance of authenticity, an appropriate policy framework, delivery of high quality goods and services, participation of a broad range of stakeholders and the development of networks and clusters as well as collaborative strategies essential for a successful development and management of a wellness tourism destination. International case studies and examples from established and new wellness tourism destinations are integrated throughout. This timely volume written by leaders in this sector will be of interest to tourism and hospitality students and academics internationally. Destination image is a concept created by different demand and supply agents. The balance between what is expected and what is being delivered is essential in promoting the destination. The main goal of this study is to describe the different destination images related to Dracula tourism in Transylvania. This is accomplished by looking at the Western tourists' expectations and demands as expressed in their travel blogs, and by analyzing the supply side through the elicitation of information from locals and Bran Castle tour guides through qualitative interviews. One of the most visible trends in immigration is the arrival of foreign-born Latinos to small towns and urban areas in the American West and South. Few sociologists have looked at the processes of immigration and assimilation in non-

traditional destinations. As such, we know very little about how foreign-born Latinos are faring in these new areas. Given the focus on men in immigration research, we know even less about the experience of foreign-born Latinas. The purpose of this study was to collect, analyze, and report the experiences of 32 Latina immigrants as they talked about their migration, work, and assimilation experiences in northern Utah. The data revealed that: (1) Latina immigrants are paradoxically visible and invisible within the local community; (2) Latina immigrants do not view their immigrant experience as being mediated by gender; and (3) Latina immigrants identify underlying divisions within the Latino community itself. 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.

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