

## 2013 2017 Travel Decision Survey Data Analysis And

This book focuses on cultural tourism as it develops into the second decade of the new millennium. It presents recent hospitality and tourism research findings from various sources, including academic researchers and scholars, industry professionals, government and quasi-government officials, and other key industry practitioners. It discusses the latest tourism industry trends and identifies gaps in the research from a pragmatic and applied perspective. It includes specific chapters on innovation in tourism, the virtual visitor, cross-cultural visions of digital collections, heritage and museum management in the digital era, cultural and digital tourism policy, marketing and governance, social media, emerging technologies and e-tourism and many other topics of contemporary significance in global hospitality and tourism. The book is edited in collaboration with the International Association of Cultural and Digital Tourism (IACuDIT) and includes the proceedings of the Second International Conference on Cultural and Digital Tourism.

**Inclusive Transport: Fighting Involuntary Transport Disadvantages** offers readers profound and multifaceted insights into transportation and social equity, guiding transportation and urban studies researchers, planners, and policy makers in evaluating potential solutions to this complex issue. It considers discrimination and its societal consequences, providing a needed perspective on who is left out of transportation planning, and why. The book is systematically divided into 2 parts, Part A is problem oriented and explores the main problems to the transportation disadvantaged; accessibility and affordability. It looks at the consequences of non-accessibility, the problems non-car owners face, and the interplay between housing and transportation; Part B is policy oriented and analyses how current policies tend to forget transport disadvantages. It looks at pragmatic solutions for transport disadvantaged and ends with a design for inclusive transport, being a more radical approach combining sustainability challenges, people's behaviours and emotions, creating more just and equitable mobility. Synthesizes academic research and narratives on transport disadvantage and the transport disadvantaged, linking the research with current mobility policies and practices Connects the fight on transport disadvantages with sustainable and smart mobility strategies and looks into car sharing, ride sharing and individualising public transport while de-individualizing car use Has an extensive usage of data, figures, and examples from around the world, and inspiring mobility plans and policies

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. It is written in an engaging style that assumes no prior knowledge of tourism and builds up your understanding as you progress through this wide-ranging global review of the principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing tourism managers in this fast-growing sector of the world economy. This book is highly illustrated with diagrams and colour images, and contains short case studies of contemporary themes of interest, as well as new data, statistics, weblinks to key reports and industry studies. 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 globalized transport operators, and a case study on using taxation to limit air travel behaviour an updated companion website with: additional case studies, quizzes, PPTs, further reading, web reading and video links.

Now fully revised and updated, the third edition of this bestselling text provides students with a vital understanding of the nature of tourism and contemporary tourists behaviour in political, social and economic context and how this knowledge can be used to manage and market effectively in a variety of tourism sectors including: tourism operations, tourist destinations, hospitality, visitor attractions, retail travel and transport. This third edition has been updated to include: New material on the impacts of IT on research and marketing communications, the rise and influence of social media and virtual technology, the growth in the interest of sustainable tourism products including slow food, the experience economy and new consumer experiences including fulfilment. New international case studies throughout including growth regions such as the Middle East, Russia, Europe, China, India and Brazil. New companion website including Power point slides and a case archive. Each chapter features conclusions, discussion points and essay questions, and exercises, at the end, to help tutors direct student-centred learning and to allow the reader to check their understanding of what they have read. This book is an invaluable resource for students following tourism courses. This book presents the latest research into the application of information and communication technologies within the travel and tourism sectors. Readers will find insightful contributions on a wide range of topics, including digital marketing, social media and online travel reviews, mobile computing, augmented and virtual reality, gamification, recommender systems, electronic distribution, online education and learning, and the sharing economy. Particular attention is devoted to the actual and potential impact of big data, and the development and implementation of digital strategies, including digital marketing and the digital economy. In addition to the description of research advances and innovative concepts, a number of informative case studies are presented. The contents of the book are based on the 2018 ENTER eTourism conference, held in Jönköping, Sweden. The volume will appeal to all academics and practitioners with an interest in the most recent developments in eTourism.

Compiles the critical thinking on priority topics in contemporary transport policy and planning contexts. In this title, the contributed papers cover two key themes related to types of decision-making of importance to the development of data collection on both passenger travel and freight movements.

Every three years, researchers with interest and expertise in transport survey methods meet to improve and influence the conduct of surveys that support transportation planning, policy making, modelling, and monitoring related issues for urban, regional,

intercity, and international person, vehicle, and commodity movements. This book compiles the critical thinking on priority topics in contemporary transport policy and planning contexts. The contributed papers cover two key themes related to types of decision-making of importance to the development of data collection on both passenger travel and freight movements: The first theme, *Selecting the Right Survey Method*, acknowledges the fact that transport survey methods are evolving to meet both changing uses of transport survey data and the challenges of conducting surveys within contemporary society. The second theme, *Supporting Transport Planning and Policy*, recognizes that the demands on transportation data programs to support decision-making for transport planning and policy making clearly have evolved. The chapters have been selected with particular emphasis on the challenges of the near and medium term future to the design of transport surveys. Rapidly evolving problems and policy contexts are compelling transport researchers to advance the state-of-the-art of methods, tools, strategies and protocols, while assuring the stability and coherence of the very data from which trends can be tracked and understood and on which important decisions can be made.

Tourism marketing has typically been seen as exploitative and fuelling hedonistic consumerism. Sustainability marketing can, however, use marketing skills and techniques to good purpose, by understanding market needs, designing more sustainable products and identifying more persuasive methods of communication to bring behavioural change. This book summarises the latest research on the theories, methods and results of marketing that seeks to make tourist destinations better places to live in, and better places to visit. It shares evidence on the motivations, mechanisms and barriers that businesses encounter, and on successes in changing consumer behaviour and pursuing sustainability goals. Particular attention is given to the methodologies of sustainable tourism marketing, to the subject's breadth and complexity, and to its many innovations. Further research is called for to fully understand what contextual aspects influence these pro-sustainability interventions to achieve which outcomes in other settings, in order to validate some of the exploratory studies discussed, and establish the feasibility of scaling up pilot studies for more general use. This book was originally published as a special issue of the *Journal of Sustainable Tourism*.

*Air Transport: A Tourism Perspective* provides rigorous insights into the current complexities, synergies and conflicts within air transportation and tourism, presenting a balanced, comprehensive, contemporary, and global analysis that thoroughly examines the links between theory and practice. The book offers readers a multi-sector, global perspective on the practical implications of the link between air transport and tourism. By using a novel approach, it systematically explores the successive stages of a tourist's trip-investigating reasons for flying, the airport experience, airline industry structures, competition and regulation, and air transportation and destination interrelationships. In addition, the book explores current and salient debates on such issues as the influence of traveling to visit friends and family, the role of charters versus low cost carriers, public subsidies to support airport development, and much more. Presents insights from an international team of expert contributors with proven research and publication experience in their specialty area Includes cutting-edge analyses based on original research that identifies emerging research directions and policy and managerial implications Utilizes a multidisciplinary approach to fully explore theoretical and

policy concepts and their effect on air transportation and tourism development Provides case studies from around the globe in each chapter

This edited volume explores various issues in family tourism studies and complements the dramatic development of this market segment in China. The book concentrates on family and children tourism, and through its chapters, hopes to enrich the landscape of family tourism in academia. The family market in tourism has received increasing attention over past decades. Yet academic endeavors in this area remain somewhat lacking in depth and scope. In addition to imbalanced contributions from authors of diverse backgrounds, the extant literature suffers from insufficient inclusion of children. Relevant studies are largely limited to conventional tourism destinations such as beaches and cultural attractions. In response to growing academic interest in family tourism, this book is a compilation of eight chapters that attempt to push the scope and boundaries of existing research on family tourism. The chapters in this book were originally published as a special issue of the Journal of China Tourism Research.

As research in tourism and hospitality reaches maturity, a growing number of methodological approaches are being utilized and, in addition, this knowledge is dispersed across a wide range of journals. Consequently there is a broad and multidisciplinary community of tourism and hospitality researchers whom, at present, need to look widely for support on methods. In this volume, researchers fulfil a pressing need by clearly presenting methodological issues within tourism and hospitality research alongside particular methods and share their experiences of what works, what does not work and where challenges and innovations lie.

This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the “digitization of word of mouth” via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

?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) 2019, 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.

Eurocorridors are characterized by intensive transport flows and dynamic patterns of establishment and household locations. They are also considered the backbones of powerful spatial and economic forces in the areas that connect urban regions. One of the main difficulties in the spatial planning of eurocorridors has been the need to engage in different types of collective action. Such an approach can be extremely challenging in practice, useful to researchers in the field and to professionals as well. In the light of this, the book's main objectives are: - To define the problem by analyzing the key features, which include freight and passenger transport policies and issues; the territorial context, with its geographical, social, economic and cultural aspects; the plurality of subjects with different aims and resources and the lack of homogeneous information. - To illustrate assessment models and evaluation frameworks (MCDA; Discrete Choice Analysis; Collaborative Assessments; Geovisualization Technologies) in theoretical terms and by the use of case studies.

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. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Tourism and Leisure Behaviour in an Ageing World, based on Ian Patterson's previously published Growing Older, provides an overview of the latest research concerning tourist behaviour and leisure needs of baby boomers, seniors, and older adults. With an increasingly ageing population, industry interest has intensified and there has been a corresponding explosion in related research activity.

This book examines how institutional and environmental features in neighbourhoods can contribute to social resilience, highlighting the related socio-demographic issues, as well as the infrastructure, planning, design and policies issues. It is divided into three themes – infrastructure, planning, and community. Infrastructure examines how physical features such as parks and street patterns influence neighborliness and resilience, while planning studies how urban design enhances social interactions. Lastly, community discusses policies that can forge social bonds, either through racial integration, grassroots activities, or social service. Overall, the book combines research and

empirical work with scholarly models of resilience and governance philosophy, focusing on Singapore's urban planning and social policies. This book offers essential insights into how the world's second largest industry, tourism, is responding to challenges involved in expanding the corporate social responsibility (CSR) concept to corporate sustainability and responsibility, referred to as CSR 2.0. It analyzes the typical setup of tourism with various types of commercial agents: corporations, small and medium sized enterprises, public-private partnerships, social enterprises and local cooperatives. In addition, the book examines a broad range of voluntary initiatives, the effectiveness of these efforts, and how contextual and wider policy features shape these relationships. The book is divided into three parts, the first of which elaborates on strategic drivers and rationales for CSR. In turn, the second part introduces readers to design approaches for CSR programs and envisaged impacts, while part three focuses on implementation, certification, reporting, and possible outcomes. Each part offers a mixture of theoretical perspectives, synthesis analyses and case studies. The respective chapters tackle a broad spectrum of tourism sub-sectors, e.g. the cruise industry, aviation, gastronomy, nature-based tourism, and urban destinations.

In the challenging digital economy, bridging the gap between the external stakeholder and business entities through effective applications of technology carries more importance than ever before. By building a strong online presence and maintaining a long-lasting relationship with valuable customers through high-quality customer experience, companies continue to thrive during this digital age. The Handbook of Research on Technology Applications for Effective Customer Engagement is a pivotal reference source that provides vital research on the utilization of the best research practices for consumer satisfaction and loyalty. While highlighting topics such as target marketing, consumer behavior, and brand equity, this publication explores the applications of modern technology in marketing as well as recent business activities of international companies. This book is ideally designed for business professionals, practitioners, marketers, advertisers, brand managers, retailers, managers, academics, researchers, and graduate-level students.

Transport and sustainability are intrinsically linked. This book examines the links between transport, tourism, and sustainability by means of a series of large case studies covering several countries.

Road passenger transport management is an important role, involving the planning and coordinating of passenger transport operations, including routes and schedules. Managers ensure that passengers reach their destinations safely, on time and in the most cost-effective way. Road Passenger Transport Management covers all the essential tasks a transport manager is expected to master. Road Passenger Transport Management provides tips and tools for working with customers, planning routes and scheduling delivery times, as well as managing a team of supervisors, administration staff and drivers. The authors include guidelines for coordinating staff training and arranging vehicle maintenance, MOTs and tax payments, as well as organizing vehicle replacements and managing contracts and developing new business. This is a contributed book, with expertise shared from well-known academics and practitioners who have spent many years in the passenger transport field. The tools and case studies in this vital new guide will enable readers to learn new skills or build on existing expertise. Online supporting resources include sample performance reports and target assessment forms.

The papers presented in this volume advance the state-of-the-art research on social media and Web 2.0, electronic tourism marketing, website development and evaluation, search engine marketing and optimization, IT adoption and diffusion, virtual travel communities, mobile technologies, management information systems in tourism, eLearning, recommender systems for tourism businesses and destinations and electronic distribution for hospitality and travel products. This book covers the most significant topics contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

This book gathers the outcomes of the second ECCOMAS CM3 Conference series on transport, which addressed the main challenges and opportunities that computation and big data represent for transport and mobility in the automotive, logistics, aeronautics and marine-maritime fields. Through a series of plenary lectures and mini-forums with lectures followed by question-and-answer sessions, the conference explored potential solutions and innovations to improve transport and mobility in surface and air applications. The book seeks to answer the question of how computational research in transport can provide innovative solutions to Green Transportation challenges identified in the ambitious Horizon 2020 program. In particular, the respective papers present the state of the art in transport modeling, simulation and optimization in the fields of maritime, aeronautics, automotive and logistics research. In addition, the content includes two white papers on transport challenges and prospects. Given its scope, the book will be of interest to students, researchers, engineers and practitioners whose work involves the implementation of Intelligent Transport Systems (ITS) software for the optimal use of roads, including safety and security, traffic and travel data, surface and air traffic management, and freight logistics.

This comprehensive volume was put together in response to the growing amount of research on tourism in Asia and an increasing number of authors from Asian countries. It concentrates on two aspects of Asian Tourism: first, the Asian tourists themselves, and second, economic development and tourism in the Asian region. The first part of the collection focuses on three areas: the motivations of different types of Asian tourist; the characteristics and behaviour of particular Asian tourist segments; and, finally, an analysis of specific research issues. The second part of the book then goes on to explore the governance and organisation of tourism in the Asian region, and the nature of Asian growth and competitiveness as it relates to tourism. The articles in this book were originally published in the journal *Current Issues in Tourism*.

This book brings together cutting edge research and applications of social media and related technologies, their uses by consumers and businesses in travel, tourism and hospitality. The first section addresses topical issues related to how social media influence the operations and strategies of tourism firms and help them enhance tourism experiences: open innovation, crowdsourcing, service-dominant logic, value co-creation, value co-destruction and augmented reality. The second section of the book looks at new applications of social media for marketing purposes in a variety of tourism-related sectors, addressing crowd-sourced campaigns, customer engagement and influencer marketing. The third section uses case studies and new methodologies to analyze travel review posting and consumption behaviors as well as the impact of social media on traveller perceptions and attitudes, with a focus on collaborative consumption and sharing economy accommodation. Finally, the fourth section focuses on hot topics and issues related to the analysis, interpretation and use of online information and user-generated content for deriving business intelligence and enhancing business decision-making. Written by an international body of well-known researchers, this book uses fresh theoretical lenses, perspectives and methodological approaches to look at the practical implications of social media for tourism suppliers, destinations, tourism policy makers and researchers alike. For these reasons, it will be a valuable resource for students, managers and academics with an interest in information and communication technologies, marketing for tourism and hospitality, and travel and transportation management.

*A Long Way to Go: Irregular Migration Patterns, Processes, Drivers and Decision-making* presents the findings of a unique migration research program harnessing work of some of the leading international and Australian migration researchers on the challenging and complex topic of irregular maritime migration. The book brings together selected findings of the research program, and in doing so it contributes to the ongoing academic and policy discourses by providing findings from rigorous quantitative, qualitative and mixed methods research to support a better understanding of the dynamics of irregular migration and their potential policy implications. Stemming from the 2012 Expert Panel on

Asylum Seekers report, the Irregular Migration Research Program commissioned 26 international research projects involving 17 academic principal researchers, along with private sector specialist researchers, international organisations and policy think tanks. The centrepiece of the research program was a multi-year collaborative partnership between the Department of Immigration and Border Protection and The Australian National University's Crawford School of Public Policy. Under this partnership, empirical research on international irregular migration was commissioned from migration researchers in Australia, Indonesia, Iran, the Netherlands, Sri Lanka and Switzerland. Gastronomy for Tourism Development provides readers with insight into the political reasons all countries in the region pay little attention to the common gastronomic heritage. It challenges the issues faced by those within the industry, addressing the potential for the region to become a sustainable and attractive European food destination.

This volume analyses the relevance of daily travel in the quality of life of individuals. It provides a broad understanding of the links between life satisfaction, well-being and travel, the importance of commuting, and different evaluations and measures to assess the experience of commuting and quality of life. Chapters in this book relate travel and quality of life to the built environment, accessibility and exclusion, travel mode choice, travel satisfaction and emotions. It brings together distinguished researchers from a variety of academic backgrounds providing conceptualizations and applications, presented as case studies, for daily travel and well-being. Findings presented in this book are highly relevant for transport planners, transport marketers, public transport authorities, and environmental professionals in the pursuit of improving people's life.

The papers presented in this volume advance the state-of-the-art research on big data and analytics, social media, electronic marketing, mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for tourism and hospitality products and services, e-learning, responsive web design and management, and eTourism for development. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

The Evolving Impacts of ICT on Activities and Travel Behavior, Volume Three in the Advances in Transport Policy and Planning series, assesses both successful and unsuccessful practices and policies from around the world on the topic. This new volume highlights ICT as a Resilient Travel Behavior Alternative; The Past, Present and Future of Travel Time Use; The Intersection of Transportation and Telecommunications in Demand Forecasting and Traffic Management; International Journey Planning System to Welcoming MaaS; An Empirical Analysis of the Relationship Between Mobile Internet Usage and Activity-Travel Behavior; Travel Time Perception and Time Use in an Era of Automated Driving, and more. Provides the authority and expertise of leading contributors from an international board of authors Presents the latest release in the Advances in Transport Policy and Planning series Updated release includes the latest information on the evolving impact of ICT on activities and travel behavior

The application of holistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. By utilizing new technologies and optimization techniques, it is becoming easier to troubleshoot problematic areas within the travel industry. The Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry features innovative technologies being utilized in the management of hotels and tourist attractions. Highlighting empirical research on the optimization of the travel and hospitality industry through the use of algorithms and information technology, this book is a critical reference source for managers, decision makers, executives, tourists, agents, researchers, economists, and hotel staff members.

A trusted market leader, Guffey/Loewy's ESSENTIALS OF BUSINESS COMMUNICATION, 10E presents a streamlined approach to business communication that includes unparalleled learning resources for instructors and students. ESSENTIALS OF BUSINESS COMMUNICATION includes the authoritative text and a self-teaching grammar and mechanics handbook at the back of the text as well as extraordinary print and digital exercises designed to build grammar, punctuation, and writing skills. As students learn basic writing skills, they are encouraged to apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Redesigned, updated model documents and extensively updated exercises and activities introduce students to the latest business communication practices. The latest edition of this award-winning text features complete coverage of social media communication, electronic messages, and digital media to prepare students for workplace communication success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book explores the lessons learned from half a century of Caribbean cruise tourism; one of the most popular and profitable sectors of the tourism industry. The modern-day cruise industry dates from the 1960s when the three major cruise lines, Carnival, Royal Caribbean, and Norwegian, set up shop in Florida and began selling winter cruises to the Caribbean targeting American retirees. For geopolitical reasons, the US initially excluded cruises to Cuba. This changed in 2016, following the historic Obama-Castro agreement to move towards diplomatic, trade and travel normalization. Cuba quickly became the Caribbean's fastest growing cruise destination. This book considers the limited economic benefits of cruise tourism, its environmental and social impacts, and the effects of climate change, and "overtourism." Based on this analysis and case studies of key Caribbean and Mediterranean destinations, this book cautions against overdependence on cruise tourism and outlines reforms needed to bring more benefits and equity to Caribbean countries. It will be valuable to professionals, businesses, development agencies, NGOs, and academics interested in a sustainable cruise industry and the economic well-being of Caribbean island nations.

Identifies various challenges to the world community of transport survey specialists as well as the larger constituency of practitioners, planners, and decision-makers that it serves and provides potential solutions and recommendations for addressing them.

This book provides an extensive, up-to-date overview of the ways in which information and communication technologies (ICTs) can be used to develop tourism and hospitality. The coverage encompasses a wide variety of topics within the field, including virtual reality, sharing economy and peer-to-peer accommodation, social media use, hotel technology, big data, robotics, and recommendation systems, to name but a few. The content is based on the 2019 ENTER eTourism conference, organized in Nicosia, Cyprus by the International Federation for Information Technologies and Travel & Tourism (IFITT) – the leading independent global community for the discussion, exchange, and development of knowledge on the use and impact of new ICTs in the travel and tourism industry. The book offers a global perspective

and rich source of information on important innovations and novel ideas. Though it will prove especially valuable for academics working in the eTourism field, it will also be of considerable interest to practitioners and students.

The Emerald Handbook of ICT in Tourism and Hospitality incorporates key research findings, in-depth case studies and discussion of the future implications stemming from technologies changes and developments across a number of core themes.

Tourism consumers are increasingly demanding and seek to base their travel decision-making process on relevant and credible tourism information. In recent years, user-generated content on social media, the opinion of travel bloggers, and entertainment programs in the media have influenced the public's travel purchasing behavior and acted as a driving force for the development of tourism products, such as film tourism. It also has played a role in the evolution and development of marketing, giving rise to new applications, as in the case of digital and influence marketing. On the other hand, tourism organizations and destination management organizations face major challenges in communicating the attributes of a tourism product, since this cannot be experienced before consumption. Thus, they need to know how and in which means or platforms of communication they can inform potential consumers. Impact of New Media in Tourism provides theoretical and practical contributions in tourism and communication including current research on the influence of new media and the active role of consumers in tourism. With a focus on decision making and increasing the visibility of products and destinations, the book provides support for tourism agencies and organizations around the world. Covering themes that include digital marketing, social media, and online branding, this book is essential for professionals, academicians, researchers, and students working or studying in the field of tourism and hospitality management, marketing, advertising, and media and communications.

Smartphones are becoming an increasingly interesting survey medium for behavioral research due to their value for collecting long-term panel observations and supplementary data on the choice environment. Thanks to the sensor data, it becomes possible to survey participants based on whether or not a certain activity has been carried out. By fusing the phone-generated sensor data and survey responses with data from outside sources, substantial data sets can be generated which can be used to investigate choices in complex environments. Computational systems for behavior research take advantage of automation and scalability opportunities, thereby building also on pertinent bodies of literature regarding machine learning on large data sets and crowdsourcing. The importance of comprehensive, long-term data sets in understanding behavior has been highlighted in the choice theory literature, specifically with respect to capturing an individual decision-maker's history of choices and personal experiences with those choices. To date, however, relatively few studies have capitalized on emerging technologies to create or analyze such data sets. Rich data

sets which combine panel information on the decision-maker with information on the choice environment can support the study of dynamic phenomena, which is especially important in a rapidly changing world where behavioral adaptation can take place on a relatively small time scale and, once habits are formed, have long-lasting effects. Some examples of pressing questions in the field of transportation involve understanding how travelers are responding to the emerging sharing economy, to new ride sharing services and new information systems, how time use and travel patterns will change due to automated vehicles, and how more sustainable travel behavior can be promoted through incentive or pricing strategies. This dissertation aims to support the adoption of smartphone-based survey technology in travel behavior research in order to lay the groundwork for research aimed at answering the above questions. It describes the design and implementation of a smartphone-based study, presents a system for fusing smartphone data with externally acquired data, and demonstrates how these ample data sets can be leveraged to generate new behavioral insights. The problem chosen for study is the link between transit service quality, rider satisfaction and ridership retention on public transit. This is motivated by the fact that many transit agencies in the United States continue to see large rates of ridership turnover, and that to date, very little is known about what drives transit use cessation. The six-week San Francisco Travel Quality Study (SFTQS) was conducted in autumn 2013. It collected a data set that included high-resolution phone locations, a number of daily mobile surveys on specific trip experiences, responses to online entry and exit surveys, and transit vehicle locations. By fusing the phone location data with transit vehicle locations, individual-level automatic transit travel diaries could be created without the need to ask participants. The reduced respondent burden, in turn, facilitated a longer term data collection. Initial recruitment proved to be challenging, with response rates to some of the email and direct mailing lists around 1%, and response rates to in-person recruiting between 8 and 15%. On the other hand, attrition was lower than expected, considering the length of the study: The initial enrollment was 856 participants, of which 555 (65%) participants completed all required surveys and 637 (74%) completed the entry and exit survey as well as at least one daily mobile survey. Interestingly, 36% of participants later stated they would have preferred to fill out mobile surveys more frequently (e.g., one per trip rather than one per day) than what was required in the study. A central part of the computational infrastructure used to collect the data was the system of integrated methods to reconstruct and track travelers' usage of transit at a detailed level by matching location data from smartphones to automatic transit vehicle location (AVL) data and by identifying all out-of-vehicle and in-vehicle portions of the passengers' trips. This system is presented in detail in this dissertation, where it is shown how high-resolution travel times and their relationships with the timetable are derived. Approaches are presented for processing relatively sparse smartphone location data in dense transit networks with many overlapping bus routes, distinguishing waits and transfers from non-travel related

activities, and tracking underground travel in a metro network. While transit agencies have increasingly adopted systems for collecting data on passengers and vehicles, the ability to derive high-resolution passenger trajectories and directly associate them with vehicles has remained a challenge. The system presented in this dissertation is intended to remedy this situation, and it enables a range of different analyses and applications. Results are presented from an implementation and deployment of the system during the SFTQS. An analysis of out-of-vehicle travel times shows that (a) longer overall travel times in trips involving a transfer are strongly driven by transfer times, and (b) median wait times at the origin stops are consistently low regardless of the headway. The latter can be seen as an effect of real-time information, as it appears that wait times are increasingly spent at locations other than the stop and that passengers time their arrivals at the stop. Given these shifts, the traditional assumption that the average wait time at a transit stop of a high-frequency route is half the headway due to random arrivals may need to be revisited. This dissertation presents two applications to derive new behavioral insights from the SFTQS data set and to demonstrate the power and value of these new types of data. The analyses were based on participants' individual history of transit usage and experiences with service quality. The first analysis used the data from the daily mobile surveys to model the link between participants' reported satisfaction with travel times on specific trips (i.e., their subjective assessment) and objective measures of those travel times. Thanks to the tracking data, it was possible to decompose observed travel times into their in-vehicle and out-of-vehicle components, and to compare the observed in-vehicle travel times to scheduled in-vehicle travel times to identify delays suffered while the participant was on board. The estimation results show that on average, a minute of delay on board a vehicle contributed more to passenger dissatisfaction than a minute of waiting time either at the origin stop or at a transfer stop, and that delays on board metro trains are perceived as more onerous than delays on board buses. Furthermore, the models included participants' baseline satisfaction levels as reported in the entry survey and a daily measure of their subjective well-being. Both variables are relatively new elements in travel surveys, and both are seen to be significant in the estimation results. These results indicate that satisfaction with travel times may be composed of a baseline satisfaction level and a variable component that depends on daily experiences, and that there may be non-negligible interactions between subjective well-being and travel satisfaction. Therefore, it is recommended that future survey designs should include measures for both these variables. The second application builds on the results of the first to empirically investigate the causes for cessation of transit use, with a specific focus on the influence of personal experiences that users have had in the past, on resulting levels of satisfaction, and subsequent behavioral intentions. A latent variable choice model is developed to explain the influence of satisfaction with travel times, including wait times at the origin stop, in-vehicle travel times, transfer times and overall reliability, and satisfaction with the travel environment on

behavioral intentions. The group of variables summarized as "travel environment" includes crowding, cleanliness, the pleasantness of other passengers, and safety. Satisfaction is modeled as a latent variable, and the choice consists of participants' stated desire and intention to continue using public transportation in the future. In addition to the delay types captured in the first analysis, a set of negative critical incidents is included, namely being left behind at stops and arriving late to work, school or a leisure activity. The results of the model and descriptive analysis show that operational problems resulting in delays and crowding are much stronger drivers of overall dissatisfaction and cessation than variables related to the travel environment. The importance of baseline satisfaction, mood and the relatively larger impact of in-vehicle delays are confirmed by this model. Thanks to the framework, the critical incidents can be expressed in terms of equivalent delay minutes. For instance, being left behind at a bus stop is found to cause the same amount of dissatisfaction as approximately 18 minutes of wait time. Furthermore, the effect of delays or incidents on ridership can be quantified, as is demonstrated in a set of simulations using the San Francisco transit network (Muni) as a basis. It is shown that if all passengers were subjected to one hypothetical on-board delay of 10 minutes per person, the resulting loss of riders would account for approximately 9.5% of Muni's yearly ridership turnover. In summary, the contributions and impact of this dissertation are as follows: It presents a framework and system that allows the.

The wellspring to the future global growth in tourism is a commitment toward good policy and strategic planning. *Tourism Policy and Planning: Yesterday, Today, and Tomorrow* offers an introduction to the tourism policy process and how policies link to the strategic tourism planning function as well as influence planning at the local, national, and international level. This third edition has been fully revised and updated to reflect the many important developments in the travel and tourism industry and subsequent new policies and present planning process issues. The third edition features: A new chapter on policies regarding terrorism and its impact on tourism. New and updated content on managing sustainable tourism, obstacles and barriers to international travel, and strategic tourism planning. New case studies based on established and emerging markets throughout to illustrate real-life applications of planning and policy at the international, regional, national, and local level. New end of chapter summary and review questions to consolidate student learning.

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trends and issues. It integrates case studies from a range of countries and destinations and in doing so emphasises the significant differences that exist with respect to regulating and commodifying halal, as well as stressing that the Islamic market is not monolithic. Written by highly regarded international academics, it offers a range of perspectives and enables a comprehensive discussion of this integral part of Islam and contemporary society. This handbook will be of significant interest to upper level students, researchers, and academics in the various disciplines of Tourism, Hospitality, Food Studies, Marketing, Religious Studies, Geography, Sociology, and Islamic Studies.

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