

Language Tourism Destinations A Case Study Of Motivations

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.

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.

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.

For the first time ever, this book brings together an explicit linkage between empirical and theoretical perspectives on tourism and discourse. A broad social semiotic approach is adopted to analyse a range of spoken, written and visual texts providing a unique resource for researching and teaching tourism in the context of communication studies. Some of the key concepts explored in its chapters include space, representation, the tourist experience, identity, performance and authenticity, and the contributors are key sociologists of tourism as well as discourse analysts and sociolinguists.

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.

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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. 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.

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.

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.

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 volume highlights a broad selection of valuable research work by renowned professionals and scientists from academia and the travel industry, bridging academic perspectives and research with practical applications. It provides a wide-ranging vision of a multitude of trends in the global travel and tourism industry today and in the future. Adopting an integrated and interdisciplinary approach, the contributors examine a diverse selection of topics and share their research and exploratory investigations to frame their implications and outcomes. The volume reflects upon the wide-ranging conceptual approaches to the subject of tourism and includes varying paradigms and perspectives on the core elements of the tourism sector. The overall thrust of the book is to provide a required critical depth to tourism studies and to guide the reader through the fundamental themes of tourism, destination marketing, branding, and management.

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.

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. 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 explores a wide range of emerging cultural, heritage, and other tourism issues that will shape the future of hospitality and tourism research and practice in the digital and innovation era. It offers stimulating new perspectives in the fields of tourism, travel, hospitality, culture and heritage, leisure, and sports within the context of a knowledge society and smart economy. A central theme is the need to adopt a more holistic approach to tourism development that is aligned with principles of sustainability; at the same time, the book critically reassesses the common emphasis on innovation as a tool for growth-led and market-oriented development. In turn, fresh approaches to innovation practices underpinned by ethics and sustainability are encouraged, and opportunities for the exploration of new research avenues and projects on innovation in tourism are highlighted. Based on the proceedings of the Sixth International Conference of the International Association of Cultural and Digital Tourism (IACuDiT) and edited in collaboration with IACuDiT, the book will appeal to a broad readership encompassing academia, industry, government, and other organizations.

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.

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.

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.

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.

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.

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.

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.

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.

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. This collection critically examines tourism as a site of intercultural communication, drawing on the analytical tools afforded by the discipline toward better understanding contemporary tourism discourses and the broader societal structures of power and ideologies in which they are situated. The volume interrogates culture and interculturality in tourism in detailed analyses of discursive details in tourism interactions and focuses on the notion of culture as a process or phenomenon engaged in or enacted on by individuals. Drawing on discourse analytic and ethnographic approaches, the book brings together perspectives from the lived experiences of residents, hosts, and ethnographers to explore the extent to which linguistic and cultural differences are constructed, identities negotiated, and power relations maintained and perpetuated in tourism encounters. The volume draws on insights from those working across a range of geographic contexts and explores the interplay of these issues in English as well as other languages and language varieties used in tourism interactions. With its focus on critical approaches to understanding language and culture, this book will appeal to students and scholars in intercultural communication, applied linguistics, sociolinguistics, linguistic anthropology, discourse analysis, and tourism studies.

Marketing and Managing Tourism Destinations is a comprehensive and integrated introductory textbook covering both destination marketing and destination management in one volume. It focuses on how destination management is planned, implemented and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This second edition has been updated to include: • A new chapter on visitor management that includes a section on crisis and disaster management • New material on destination leadership and coordination • New and revised content on digital marketing • New and updated international case examples throughout to show the practical realities and approaches to managing different destinations around the world. It is illustrated in full colour and packed with features to encourage reflection on main themes, spur critical thinking and show theory in practice. Written by an author with many years of industry practice, university teaching and professional training experience, this book is the essential guide to the subject for tourism, hospitality and events students and industry practitioners alike.

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.

Language and Intercultural Communication in Tourism Critical Perspectives Routledge

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.

Worldwide Destinations: The Geography of Travel and Tourism is a unique text that explores tourism demand, supply, organisation and resources for a comprehensive range of destinations and every country worldwide. The seventh edition is brought up to date with features such as: An exploration of current issues such as climate change, sustainability, mobilities, emerging markets, demographic changes and the social impacts of tourism. New and updated case studies throughout More emphasis on emerging countries in Africa and Asia. Improved full colour presentation, packed with useful learning resources such as location maps, discussion questions and assignments to aid understanding. Online resources for lecturers and students including: multiple choice questions per chapter, power points, web links and video links The first part of the book comprises thematic chapters which detail the geographic knowledge and principles required to analyse the tourism appeal of destinations. The subsequent division of the book into regional chapters enables the student to carry out a systematic analysis of a particular destination, by providing insights on cultural characteristics as well as information on specific places. Worldwide Destinations is an invaluable resource for studying every destination in the world, by explaining tourism demand, evaluating the many types of tourist attractions and examining the trends that may shape the future geography of tourism. This thorough guide is a must-have for any student undertaking a course in travel and tourism.

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.

Although blurred and heavily contested, the concept of 'tourist destination' still deserves careful attention. Despite its unstable characteristics, 'destination' is a central and meaningful term in play among all parties in the field of tourism, including tourists, tourism operators, and politicians, as well as students and tourism scholars. This anthology draws on different approaches and discourses of tourism destination development, while focusing on how they are shaped and reshaped and how they should be read and rehearsed. The book reveals dominant as well as alternative approaches to the field. The authors demonstrate how tourism destinations are commercial, but socially embedded; how they are both material and territorial, but at the same time socially constructed; how production of touristic brands and images are vital, but contested. Such tensions are unfolded through paradigmatic discussions and a series of case studies from the northern hemisphere. The chapters in the book investigate how destination development is catalysed through theming, how changing environments lead to reorientations, and how destinations are political. Altogether, the book provides experts and students with an up-to-date theoretical and empirical insight into tourist destinations.

Today, more than ever, communities need to develop resilience strategies to adapt to the varied and often unpredictable forces of global change. The focus of this collection of articles from Tourism Geographies is on global change in tourism places. Global change incorporates social and economic globalization, which is arguably the most important process to have shaped the development of modern tourism since the nineteenth century, and climate change, which is likely to be the most significant factor influencing human behavior and livelihood in the coming decades. The organization of these articles reflects a traditional geography approach, which starts with an emphasis the physical geography foundations of the human condition, especially through the issue of climate change. This is then broadened by a series of insightful comparative studies of how tourism communities react, adapt and relate to their changing natural and social conditions. This collection of papers addresses major issues and adaptive paths for tourism destinations as they face the challenges of our contemporary world. This book was published as a special issue of Tourism Geographies.

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.

This is an outstanding book. It offers a comprehensive range of in-depth case studies that looks at past tourism crisis and analyzes the responses made. A must-read book for those in the industry, related associations and the various levels of government as they consider how to pro-actively deal with the potential for future crisis related to tourism. Perry Hobson, Head, School of Tourism and Hospitality Management, Southern Cross University and Editor-in-Chief Journal of Vacation Marketing. Tourism everywhere is vulnerable to changes in public perception. When news about an earthquake, a violent conflict or a contagious disease in a distant location hits the television, tourists cancel holidays. The September 11, 2001 terrorist attack against the USA impacted on airlines and tourist destinations worldwide, as did subsequent attacks on tourists. These events highlight the importance of destination crisis management for the global tourism industry. Experienced tourism marketer and trainer, David Beirman, has created a guide to crisis management for tourism operators and offices. He argues that managing public perception is critical to the recovery of a destination after a crisis, and that much depends on providing clear, frequently updated and accurate information. He provides detailed case studies of different types of crises from around the world, with analyses of the strengths and weaknesses of the approach taken by tourism managers. This is an invaluable reference for tourism managers anywhere in the world, and a useful resource for tourism students.

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 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.

Although, language is certainly individualized, most people conform to linguistic norms because of their surroundings. Over time, particular words and phrases are popularized by the media, social trends, or world events; and with emergence of internet technologies, the communication between all types of people is much easier. Communication and Language Analysis in the Public Sphere explores the influence of the World Wide Web on the relationships between ordinary citizens and the ability to communicate with politicians, celebrities, and the media. As some words may gain popularity worldwide, and others may begin to define a specific discipline. This book is essential for linguistics researchers, scholars, and professionals interested in determining these patterns and how they affect groups and individuals. Tourism Places in Asia examines the impacts of tourism on places in East and Southwest Asia. Asia has been the most dynamic region for tourism development in recent decades, and tourism research from this region has grown significantly to better understand this phenomenon. The primary focus is on the Chinese realm of mainland China and Taiwan. East Asia has been the most dynamic region for tourism development in the world in recent decades, driven by the growth of both outbound and domestic travel and tourism among mainland Chinese. This reflects the phenomenal change in prosperity that the People's Republic of China has experienced since the 1970s, as well as the human drive to travel and explore their world. Tourism research has also grown significantly in the Asian continent in recent years. Much of this scholarship is focused on developing the Asian economies to move them from their 'developing world' status. Tourism Places in Asia: Destinations, Stakeholders, and Consumption highlights the progress of tourism scholarship in Asia in other areas, especially in the way places are impacted by impacts tourists and the tourism industry. The chapters in this book were originally published as a special issue of the journal, Tourism Geographies.

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