

MARKETING STRATEGY



Managerial Approaches To Guide Marketing Efforts

**Wongmahesak, Kittisak, Suanpang,
Pannee**



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Technological and Managerial Approaches to Fostering Sustainable Travel Wongmahesak, Kittisak, Suanpang, Pannee, 2024-08-27 The rapid changes in many dimensions that have occurred in the past decade have resulted in significant transformations in people's conditions and lifestyles. The role of technology in facilitating the fastest pace of development in human history remains a major theme of our times especially as humanity faced the most severe pandemic of the century COVID 19. One of the major human activities particularly affected by the pandemic is tourism which came to a near complete halt due to travel restrictions. The impact of at least two of these factors technological developments and the emergence of epidemics makes it imperative for tourism to adapt. However sustainability a trend that has spanned more than half a century remains a path that tourism like any other activity needs to be aware of guided by and headed towards. **Technological and Managerial Approaches to Fostering Sustainable Travel** compiles research on sustainable tourism from experts including academics researchers and practitioners in the field of tourism and related disciplines. It covers topics such as artificial intelligence hotel management and quality management offering valuable resources for academics researchers and students in their teaching and research. Similarly entrepreneurs and professionals can use it as data for research and development operations and related activities.

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