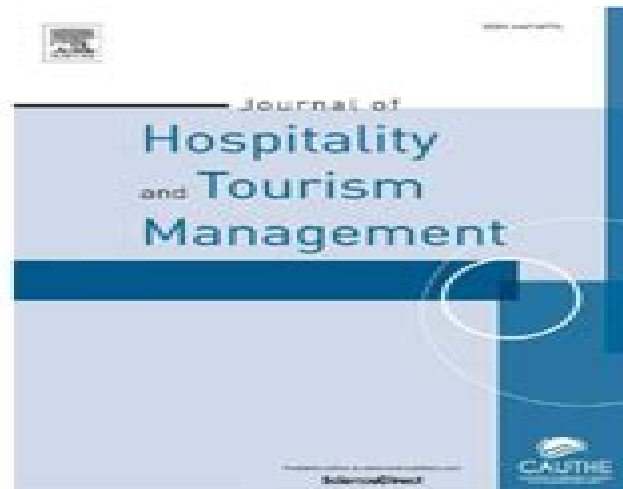


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[jackycheahjh@gmail.com](mailto:jackycheahjh@gmail.com); [J.Cheah@uea.ac.uk](mailto:J.Cheah@uea.ac.uk)
- 3) Ulrike Gretzel  
Center for Public Relations, University of Southern California, USA  
E-mail address: [ugretzel@gmail.com](mailto:ugretzel@gmail.com)

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**Articles in Hospitality and Tourism** ,1997. AHT is a database covering all areas of the hospitality and tourism industries and their management. It provides details of English language articles selected from academic and trade journals published worldwide from 1984 to date.

**Marketing for Tourism and Hospitality** Simon Hudson,2004. Marketing for Tourism and Hospitality: A Canadian Perspective is the first marketing text that deals specifically with tourism and hospitality marketing in Canada. Containing the most up-to-date examples and solid case studies as well as rich Web resources, this comprehensive and highly readable book is suitable for both college and university Tourism and Hospitality Marketing programs.

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**The Globalization of Tourism and Hospitality** Tim Knowles,Dimitrios Diamantis,Joudallah Bey El-Mourhabi,2001 The concept of the Tourism Area Life Cycle or TALC the idea that there is a fixed pattern in the fortunes of tourist destinations they re born they grow they mature they stagnate and die first surfaced in 1980 This work sets out reasons why the TALC

need not be as fatalistic as it sounds

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*Strategic Tools and Methods for Promoting Hospitality and Tourism Services* Nedelea, Alexandru-Mircea,Korstanje, Maximiliano,George, Babu,2016-01-07 Tourism marketing is a vital tool in promoting the overall health of the global economy by not only bringing necessary revenue to a particular region but also providing an opportunity for tourists to explore another culture building tolerance and overall exposure to different ways of life Strategic Tools and Methods for Promoting

Hospitality and Tourism Services provides interdisciplinary perspectives in the areas of global tourism and hospitality. Highlighting cultural boundaries of strategic knowledge management through the use of case studies and theoretical research as well as the opportunities and challenges of tourism marketing, this publication is an essential reference source for academicians, research scholars, marketing professionals, graduate level students, and industry professionals interested in international travel and the vacation industry. *Tourism, Hospitality and Digital Transformation* Kayhan Tajeddini, Vanessa Ratten, Thorsten Merkle, 2019-10-08. Innovation and technological advancements can be disruptive forces especially for conventional business in the hospitality and tourism industries. This book is timely with its critical examination of such forces and how the two industries should strategize and respond to changes effectively. It examines a wide scope of topics from environmental scanning, formulation, implementation, and evaluation to the way managers make strategy choices for better organizational performance. The book illustrates how companies can re-orient their strategies and appraise the effectiveness of the business, its key competitors, and how they should set business goals through various cases, i.e., different types of hospitality and tourism business from traditional hotels to Airbnb, and endeavors to provide strategic conceptual theories with real-world application through such case studies.

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