

1. Record Nr.	UNICAMPANIASUN0035018
Autore	Koschmieder, Ernst L.
Titolo	Bénard cells and Taylor vortices / E. L. Koschmieder
Pubbl/distr/stampa	New York : Cambridge university, 1993
ISBN	05-214-0204-2
Descrizione fisica	X, 337 p. : ill. ; 23 cm.
Disciplina	536.25
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910861945703321
Titolo	Strategic Innovative Marketing and Tourism : Current Trends and Future Outlook—10th ICSIMAT, Ionian Islands, Greece, 2023 // edited by Androniki Kavoura, Teresa Borges-Tiago, Flavio Tiago
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031510380 3031510380
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (XXIX, 1044 p. 114 illus., 103 illus. in color.)
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Disciplina	338.4791 658
Soggetti	Tourism Management Marketing Sustainability Tourism Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Sommario/riassunto

This open access book presents the latest findings of researchers from around the globe who presented their work at the 10th international conference of Strategic Innovative Marketing and Tourism (ICSIMAT) in 2023. It provides an up-to-date information and discusses current trends, issues, and debates, both theoretical and practical research, on strategic innovative marketing and tourism and applications from social media and emerging technologies in Artificial Intelligence and the Internet of Everything. Topics covered in the chapters include social media in marketing and tourism hospitality, culture, strategic tools, and techniques employed and implemented by some of the top research laboratories in the world to the industry. This book brings together work from both academia and industry and continues the successful impact of the previous years' conference on the academic discussion of the topics.
