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Collana	Advances in hospitality, tourism, and the services industry (AHTSI) book series
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Nota di contenuto	Systems approach as a creative driving force for a tourism destination / Tadeja Jere-Jakulin -- Tourists' motivations and repeater segments in Japanese spa destinations / Hiromi Kamata -- An exploratory study of online destination images via user-generated content for southeastern rural Transylvania / Androniki Kavoura, Florin Nechita -- Creativity as a tool of tourism development / Alzbeta Kiralova -- Marketing communication of SMEs acting in creative tourism / Petra Koudelkova -- Creative tourism in successful destination management as a solution of systemic crisis in Slovak tourism / Andrej Malachovsky -- Policies and skills for creative tourism in emerging destinations of the Adriatic: Istria, Apulia, and Albania / Salvatore Giuseppe Maria Messina, Blerina Korreshi Gega, Juan Ignacio Pulido-Fernandez -- Doing, using, interacting: towards a new understanding of tourism innovation processes / Sara Nordin, Anne-Mette Hjalager -- Social media and creativity: how to engage users and tourists / Antonin Pavlicek -- Innovation in tourism service development in Budapest: the creative synergy of literature and gastronomy / Tamara Ratz -- Enhancing coopetition among small tourism destinations by creativity / Francesco Redi -- Driving tourism through sport event in the Lipno region: first

summer Olympic park in the Czech Republic / Petr Studnicka, Pavel Attl

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Using social networks to create and share experiences in creative tourism / Robert Stefko, Martin Mudrik -- Creative tourist experience: role of destination management organizations / Amitabh Upadhyा, Mohit Vij -- Creativity as a driver of tourism growth / Ewa Wszendyby-Skul ska.

Sommario/riassunto

"[This book] provides a comprehensive discussion on the most unique, emerging tourism topics and trends. Featuring engaging topics such as social networking, destination management organizations, tourists' motivations, and service development, this publication is a pivotal resource of academic material for managers, practitioners, students, and researchers actively involved in the hospitality and tourism industry"--Provided by publisher.
