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Nota di contenuto	European Works Councils in the Airline Industry -- From a Smart City to a Smart Destination: a Case Study -- Smart Tourism Approaches through Intelligent Print Media -- Smart Tourism Prospects. A Descriptive Sample Survey on a Sample of Potential Tourists -- Intelligent Packaging as a Dynamic Marketing Tool for Tourism -- Intelligent Ticket with Augmented Reality Applications for Archaeological Sites -- Visualization of Folk-Dances in Virtual Reality

Environments -- Internal Customer Satisfaction from an e-procurement Information System: The Case of Greek Electronic Public Procurement System (ESIDIS) -- Mapping Island Tourism Research -- Human Resources Role in Hospitality Service Quality -- The Role of Fellow-Feelings and Organisational Harmony to Organisational Performance: a Comparative Analysis between two National Contexts -- Cultural Identity, Innovation and Entrepreneurship -- A Model of Brand Cocreation, Brand Immersion, their Antecedents and Consequences in Café Brand Context -- City Branding: Proposal of an Observation and Analysis Grid -- City Branding of Casablanca in Morocco -- Gender Differences in Satisfaction from Hotel Room Attributes and Characteristics: Insights from Generation Z -- Renewable Energy Matters for Tourism Industry in BRICS plus Turkey Countries -- Determining of Customer's Kansei Needs and Product Design Attributes by Rough Set Theory -- Transformative Role of Work-Integrated Learning in Industrial and Post-Industrial society: the Russian Experience -- What Competencies Should be Developed in Citizenship Education in the 21st Century? Analysis of being Active Citizens in Europe and the US -- Technologies to Communicate Accounting Information in the Digital Era: Is Accounting Education Following the Evolutions? -- Environmental Sensitivity of Business School Students and their Attitudes towards Social and Environmental Accounting -- Comparative Approach of E-Learning Accounting Programs in Greece and China -- The Influence of the Big Five Personality Traits and Risk Aversion on Entrepreneurial Intention -- Redefining City Experiences and Thematic City Walks: The Case of "Thessaloniki Walking Tours" -- Setting the Ground for Successful Film Tourism Practices in Greece: a SWOT Analysis -- Selective Key Studies in Seasonality Tourism: a Literature Review -- Importance of Teacher Training Incorporating Sustainability in their Subjects from the Life Cycle Approach in Higher School of Computation (ESCOM-IPN) -- Tourism in Mexico and the Use of Cultural Heritage as a Commodification's Product -- Proposal of Training in Topics for the Curriculum Sustainability of the Program of Engineering in Systems of the Escuela Superior de Cómputo of the Instituto Politécnico Nacional, México -- Customer Based Brand Equity Models in Hotel Industry: A Literature Review -- Determinants of ICT Integration by Teachers in Higher Education in Morocco -- Experiential Development and Cultural Tourist, through the Example of the Settlement "Katomera" in Trikeri in the Prefecture of Magnesia -- Sense of Place, Identity and Memory as Elements of the Design for Tourism -- Analysis of Human Motion Based on AI Technologies: Applications for Safeguarding Folk Dance Performances.-Higher Education and Innovation in the Non-profit Sector -- Marketing Decisions of Young Product Designers: A Study in the University Environment in the Czech Republic.-Attractiveness of Small Cities in Rural or Abandoned Regions -- Mental Maps and their Potential for Tourism: A Case Study of Czech Municipality -- Online Engagement Factors on Posts in Food Facebook Brand Pages in Greece -- Blockchain Applications in Tourism and Tourism Marketing: A Short Review -- Comparisons of Health Tourism within the EU Countries -- Contemporary Telemedicine Applications in the Provision of Mental Health Services in Greece -- Perceptions of Hospital Quality: A Case Study from Greece -- The Wine Lab Project. Exploring the Views from Experts -- Impression Management through Websites. An Analysis of the Romanian Banking Industry -- Participatory Culture and Tourist Experience. Promoting Destinations through YouTube -- Designing the Virtual Product Experience. Learnings from Shenzhen, China and the ESUN Solutions -- Social Networking Sites: The New Era of Effective Online Marketing and

Advertising -- Winery Visitors' Experience, Emotional Stimulation, Satisfaction and Behavioral Intentions: The Role of Age and Previous Experience -- Factors that Influence Tourist Satisfaction: An Empirical Study in Pafos -- Cyber-Citizenship: a Challenge of the 21st Century Education -- Turkish Gen Y Customers' Visit Intentions and Word of Mouth Activities Regarding Online Travel Agencies -- Exploiting Human Cognitive Architecture to Design a New Cultural Narrative for non-Captive Audiences: the TOURiBOOST Project -- Creating a Personalised Experience for Libraries' Visitors -- Strategic Planning to Promote the Cultural Heritage. The Business Model Canvas for the Kapodestrian Buildings of the Island of Aegina, Greece -- Social Media Activism on Cultural Tourism: A Proposal for Paleochora in Aegina, Greece -- The Role of Market Segmentation and Target Marketing Strategies to Increase Occupancy Rates and Sales Opportunities of Hotel Enterprises -- Climate Change and Cultural Heritage. Case Study: the Island of Chios -- Relationships among National Tourist Destination Arrivals, Effective Governance, Environmental Performance and Human Development -- Industrial Design in Event Tourism Marketing: The case of Thessaloniki International Film Festival Pavilion -- Keep it Smart and Sustainable – a Bibliometric Analysis -- Sustainable Tourism in Europe from Tourists' Perspectives -- Employer Branding: Innovative Human Resource Practices in Tourism Sector -- Optimal Feature Selection for Decision Trees Induction Using a Genetic Algorithm Wrapper -- Analyzing the Brand Personality of Athens -- Sport Motivation in Outdoor Sport Activities -- Residents' Perceptions of Tourism Impact on Local Economic Development During the Economic Crisis: The Case of Kavala -- Taxonomy of Supervised Machine Learning for Intrusion Detection Systems -- A Detailed Analysis of Using Supervised Machine Learning for Intrusion Detection -- Multispectral Monitoring of Microclimate Conditions for Non-destructive Preservation of Cultural Heritage Assets -- Ancient Digital Technologies using ICT Tools -- Greek Traditional Dances 3D Motion Capturing and a Proposed Method for Identification through Rhythm Pattern Analyses (Terpsichore Project) -- Greece, Tourism and Disability -- Turning a Problem into an Opportunity through Tourism and Marketing: The Case of Wild Rabbits in Lemnos Island, Greece -- A Systematic Literature Review on E-commerce Success Factors -- Influencer vs Celebrity Endorser Performance on Instagram -- Displaced due to Conservation and Tourism in the Heart of India: A Review of the Relevant Policies -- Review of Social Media's Influence on Airbnb Accommodation's Booking Intention -- Blockchain Technology: A Case Study from Greek Accountants -- University Pedagogy in Greece: Pedagogical Needs of Greek Academics from Ionian University -- Experiencing a Museum after Dark: the Practice of 'Lates' in the Industrial Gas Museum of Athens -- Culture as an Instrument of Mass Construction -- Travel and Tourism Competitiveness of Economies around the World Using Rough SWARA and TODIM Method -- E-commerce Success Factors. A Taxonomy and Application in the Fashion Industry -- Linking Luxury Brand Experience and Brand Attachment through Self-Brand Connections: a Role-Theory Perspective -- Revolutionizing Marketing in Tourism Industry Through Blockchain Technology -- Consumers' Perceptions of Gender-Neutral Advertising: An Empirical Study -- The Contribution of New Construction Technologies to Interactivity, Flexibility and Personalization in Hospitality Design, as explored in Student Projects -- Exploring the Mediating Role of Interactivity between Content Engagement and Business Performance in a Mobile-Marketing Strategy. A Quantitative Research in a business-to-business Context -- The Strategic Use of Social Media in the Business-to-

Business Context. Two Social Media Users' Clusters -- Examination of the Current Literature on how Robots can Contribute on Hotel Service Quality -- Teaching Critical Thinking through Tourism Advertising -- Analysis Based on the Hotel Industry, the Lodging Market in Mexico. The Posadas Case -- The Implementation of Internal Marketing in Public Sector Organizations: the Case of Job Satisfaction at Chios Police Department -- Tourists' Perceptions and Intended Behavior Thanks to Celebrity Endorsement: Antetokounmpo Invites you to Santorini with Aegean Airlines -- National Heritage as a Resource for Tourism Marketing -- Strategic Management and Art Museums. The Case Study of the Historical Museum of the University of Athens -- The Importance of the Training of Professionals Related to Tourism with Full Knowledge of the Heritage of Mexico: Case Study of the Higher School of Tourism of the National Polytechnic Institute -- Nautical Tradition and the "Aquaman" Case: the "Hidden" Source of Inspiration from the Greek Cultural Heritage of the Sea -- Determinants that Influenced Mexican Cocoa Beans Exports during 1996-2016 -- MIT Start-Ups Ecosystem and Greek Start Ups Reality -- an Ecosystem Comparison -- Analysis of Factors for the Increase Foreign Tourism to Michoacán, México -- Research Methods on the Contribution of Robots in the Service Quality of Hotels -- The Contribution of Wine Tourism in the Development of Rural Areas in North Greece -- Assessing the Competitiveness of Greek Coastal Destinations -- Internal Marketing on the Tourism Sector - Examination of how the Staff Can Develop on Greek Hotels -- Exploratory Study of the Impact of Significant Ecotourism Experience on Voluntary Carbon-offset Behaviour of Young Travellers.

Sommario/riassunto

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) 2019, 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.
