

1. Record Nr.	UNINA9910522558203321
Titolo	Tourism Entrepreneurship in Portugal and Spain : Competitive Landscapes and Innovative Business Models / / edited by João Leitão, Vanessa Ratten, Vitor Braga
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2022
ISBN	3-030-89232-8
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (287 pages)
Collana	Tourism, Hospitality & Event Management, , 2510-5000
Disciplina	658.421 338.479146
Soggetti	Tourism Management Entrepreneurship New business enterprises Regional economics Space in economics Tourism Management Regional and Spatial Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The Role of Tourism Entrepreneurship in the Iberian Peninsula -- Tourism Services Innovation Ecosystem: A Multicriteria Model Approach Based on Portuguese Higher Education -- Tourist Experience in Rural Areas in Portugal: The Case of the "Quadrilátero Do Minho" -- Spirituality and Mindful Tourism: Experiencing Innovative Hispanic Cases -- Considerations About the Economic Sustainability of Historic Housing Tourism -- Cooperation as a Basic Strategy for New Dynamics of a Cross-Border Destination: The Case of the Euroregion Galicia and Northern Portugal -- The Presence of Rural Accommodation in Extremadura on Facebook: An Approach to Its Intensity of Use Through a Grouping Analysis -- Place-Linked Products and Creative Tourism in Iberian Regions -- The Rise of Half-Tourists and their Impact on the Tourism Strategies of Peripheral Territories -- Determinants of

Profitability in the Tourism Sector in Portugal -- Good Practices Within the European Project Smart Rural -- Tourism Events: Bringing Innovation to the North of Portugal -- Entrepreneurship Education in Portuguese Tourism: Fostering Ideation, Innovation and Initiative -- Factors Affecting Portuguese and Spanish Hotel Guests' Safety Perception Under COVID-19: Insights for the Development of Personalized Hotel Offers.

Sommario/riassunto

This contributed volume introduces the innovative landscapes and business models used in tourism entrepreneurship initiatives of Portugal and Spain. It provides benchmarks for entrepreneurial initiatives covering tourism services, place-branded tourism, social networks, spiritual tourism, cross-border tourism initiatives, and tourism in low-density regions. It also provides guidelines for future strategic actions to foster rural and sustainable development in alternative tourism destinations, following the Iberian experience.
