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Nota di contenuto	Preface -- Part 1 Entrepreneurial skills -- Chapter 1 The effectiveness of government programs in the tourism sector: case of family business accommodations in Port Dickson, Malaysia -- Chapter 2 Augmenting family businesses in craft tourism through entrepreneurial skills development among Southern Africa rural women -- Chapter 3 Innovation driving factors in tourism family business: a theoretical approach -- Chapter 4 Main Competitive Factors in European small and medium-sized family hotels -- Chapter 5 Change and innovation in small family-owned hotels in the pandemic era: Delphi research method study approach -- Chapter 6 Linking Business Owner's Market Capability and Mobile Marketing Adoption: Experience from Tanzania -- Chapter 7 The role of women entrepreneurs on family businesses in Turkey -- Chapter 8 Factors influencing the adoption of digital marketing in the family business MSME's owned by women entrepreneurs during covid-19 -- Part 2 Management models --

Chapter 9 How to innovate and strengthen management accounting in a family restaurant business -- Chapter 10 Innovative approaches: Using DEMATEL Method in the Research of SMEs Operating in Tourism Sector -- Chapter 11 Opportunities and Challenges of the Homestay Family Business Concept in Indian Tourism Sector: A Viewpoint Study -- Chapter 12 Influence of Smes' network competencies on tourism industry performance -- Chapter 13 Social Media and Online Marketing implications on Family Businesses Success: A tourism industry perspective -- Chapter 14 Impact of the covid-19 pandemic on the subjective well-being (swb) of participation in leisure, nature-based, and family activities -- Chapter 15 The boutique hotel stay as a source of individual customer experience: lessons for management and education.

Sommario/riassunto

This book provides a comprehensive collection of new insights into traditional paradigms, approaches, and methods, as well as more recent developments in issues related to family businesses in tourism and hospitality. The aim of the chapters is to verify whether, in the tourism industry, the “family business model” is an important development opportunity and, in particular, if it is an innovation driver, for this industry development. In this context, the authors contribute chapters from a diverse set of countries to investigate personal and family needs and preferences alongside the relationship between family business model, growth and profit maximization, and the development of tourism businesses through innovation drivers. SME competency, the impact of COVID-19 on performance and marketing, and policy improvements are also discussed in this volume.
