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Titolo	Design Science in Tourism : Foundations of Destination Management / / edited by Daniel R. Fesenmaier, Zheng Xiang
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Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIV, 272 p. 40 illus., 21 illus. in color.)
Collana	Tourism on the Verge, , 2366-2611
Disciplina	338.4791
Soggetti	Tourism Management Marketing Electronic commerce Management information systems Tourism Management e-Business/e-Commerce Business Information Systems
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Part I: The Foundations of Tourism Design -- Part II: The Tools of Tourism Design -- Part III: Managing the Dynamics of the Tourism System. .
Sommario/riassunto	This book explores the impact of design science and design thinking on tourism planning, gathering contributions from leading authorities in the field of tourism research and providing a comprehensive and interconnected panorama of cutting-edge results that influence the current and future design of tourist destinations. The book builds on recent findings in psychology, geography and urban and regional planning, as well as from economics, marketing and communications, and explores the opportunities arising from recent advances in the Internet and related technologies like memory, storage, RFID, GIS, mobile and social media in the context of collecting and analyzing traveler-related data. It presents a broad range of insights and cases on how modern design approaches can be used to develop new and better

touristic experiences, and how they enable the tourism industry to track and communicate with visitors in a more meaningful way and more effectively manage visitor experiences.
