

1. Record Nr.	UNINA9910787432103321
Titolo	Collaboration in tourism businesses and destinations : a handbook // edited by Dogan Gursoy, Melville Saayman, Marios Sotiriadis
Pubbl/distr/stampa	Bingley, England : , : Emerald, , 2015 ©2015
ISBN	1-78350-806-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (369 p.)
Disciplina	910.684
Soggetti	Tourism - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	<p>""Front Cover""; ""Collaboration in Tourism Businesses and Destinations: A Handbook""; ""Copyright page""; ""Contents""; ""List of Figures""; ""List of Tables""; ""List of Contributors""; ""Introduction""; ""Forms of Cooperation""; ""Collaboration""; ""Partnership""; ""Alliance""; ""Business Network/Networking""; ""Cluster and Clustering""; ""The Purpose of the Book""; ""References""; ""Part I: Tourism Business Environment and Collaboration""; ""Chapter 1 General Context and Tourism Business Environment: The Contribution of Alliances in a Globalized Context""; ""1.1. Introduction""</p> <p>""2.2.3. Public and Private Collaboration at Destination Level""""2.3. Case of Study: Spain Convention Bureau""; ""2.4. Conclusions""; ""References""; ""Websites""; ""Chapter 3 Partnerships and Alliances in Tourism: Aims and Functions""; ""3.1. Introduction""; ""3.2. Aims of Partnerships and Alliances in Tourism, Travel, and Leisure""; ""3.3. Strategic Alliances and Partnerships within Tourism Subgroups""; ""3.4. Functions of Partnerships and Alliances in Tourism, Travel, and Leisure""; ""3.5. Success Factors for Partnerships""; ""3.6. The Case Study a€? Izmir Convention and Visitors Bureau""</p> <p>""3.7. Conclusion""""References""; ""Chapter 4 Collaborative Policy Making: A Community-Based Perspective in the Context of Sardiniaa€?s Maddalena Archipelago, Italy""; ""4.1. Introduction""; ""4.2. Literature Review""; ""4.3. Methodology""; ""4.4. Findings and Discussion""; ""4.5.</p>

Conclusion"; ""References"; ""Part II: Collaboration in Tourism Industry and Businesses"; ""Chapter 5 Strategic Alliances in the Hospitality Industry as an Expansion Strategy: An Indian Perspective"; ""5.1. Introduction"; ""5.2. The Hospitality Industry Worldwide""
""5.2.1. The Hospitality Industry: Structure and Features""""5.2.2. The Market and Business Environment"; ""5.3. Strategic Alliances as an Expansion Strategy"; ""5.3.1. Definition and General Considerations"; ""5.3.2. A Typology of Strategic Alliances"; ""5.3.3. Collaborative Strategies in the Hospitality Industry"; ""5.3.3.1. Management contracts"; ""5.3.3.2. Franchising"; ""5.3.3.3. Co-branding"; ""5.3.3.4. Inter-industrial strategic alliances"; ""5.3.3.5. The evolution of hospitality strategic alliances: From joint ventures to collaborative ventures""
""5.4. The Hospitality Industry in India""

Sommario/riassunto

This book examines the contribution and importance of alliances and partnerships to the tourism, travel and leisure industries. It concludes by providing management and marketing implications and recommendations for tourism business, destination managers and local planners to enable them to successfully operate such alliances.
