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Nota di contenuto	Chapter 1. Introduction: Case Based Research in Tourism, Travel, and Hospitality - Rethinking Theory and Practice -- Part 1. Leadership and Strategy -- Chapter 2. Leadership and Agility: What Can We Learn From Melbourne Quarantine Hotel During the COVID-19 Pandemic? -- Chapter 3. COVID-19 Disruption at Mullaloo Wharf Apartment Hotel: Choosing a Strategic Route to Success -- Chapter 4. Social Media and Crisis Communication: Managing or Creating a Crisis? Lessons Learnt from Hotel Amarilis -- Chapter 5. Sales Leadership in Tourism: The

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Sommario/riassunto

This book consolidates case study based research in tourism, travel, hospitality, and events under one roof. It aims to consolidate cutting edge case study based research within the wider tourism industry that investigates topical and contemporary industry challenges and practices, which in turn can help tourism scholars to build new theory for advancing tourism research and educational practices. Case study based research is well recognised for its ability to develop theories and to support pedagogical aims. This book explores the repercussions of COVID-19 on tourism in how this has magnified the need and the urgency to use case based research and teaching. COVID-19 has accelerated profound changes in the tourism industry that are demonstrated in transformed: consumer profiles and behaviours; industry structures, business models and operations; and tourism labour markets. Subsequently, tourism educators, providers and researchers are required to study and address the abovementioned changes by undertaking transformational tourism research that can challenge and shift existing theories and knowledge frontiers, help industry and academia alike to reset new industry standards; and 2) develop tourism graduates that meet the new industry requirements, are resilient, flexible and adaptable, they possess transferable knowledge and skills that can solve real industry problems. The aim of this book to meets the market gap of books focusing on case study based research and teaching and further expands to address the COVID-19 repercussions and opportunities for tourism research and case studies.
