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Titolo	Cultural and Tourism Innovation in the Digital Era : Sixth International IACuDiT Conference, Athens 2019 / / edited by Vicky Katsoni, Thanasis Spyriadis
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Descrizione fisica	1 online resource (xxix, 659 pages) : illustrations
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Disciplina	910.68
Soggetti	Cultural property Tourism Management Technological innovations Application software Electronic commerce Cultural property - Protection Cultural Heritage Tourism Management Innovation and Technology Management Computer and Information Systems Applications E-Business Cultural Resource Management
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	Revisiting Authenticity In The Age Of The Digital Transformation Of Cultural Tourism -- Heritage Information System to Promote Cultural Tourism and the Use of Digital Mapping in Primary and Secondary Schools -- Cultural tourism policies and digital transition of ancient village heritage conservation in China -- Storytelling as a Value Co-creation Instrument for Matera European Capital of Culture 2019 -- Exploring "Sense Of Community" In The Festival tourism Experience: Review Of The Relative Literature -- The impact of European Capital of

Culture on tourism and local involvement: Matera 2019 case study -- Small Towns, Cultural Heritage, ... Good and Evil Queens -- Exploring the Essence of Gastronomic Tourism and its Distribution Channels in Greece -- Olympic gigantism and the multifaceted concept of sports venues -- the impact of cultural routes on traditional settlements. The case of Greece -- Data Analysis from the Printed to Digital Advertising of Hotels and Travel Agencies in Greece of the 21st Century -- Sharing Tourism and its Impact on Hospitality Management in Essaouira: Analysis of the Evolution of Booking.com and Airbnb -- "Could The Adoption Of Quick Response (QR) Code In Lectures Enhance University Students' Satisfaction? A Case Study Of Hospitality And Tourism Programs In Macau".

Sommario/riassunto

This book explores a wide range of emerging cultural, heritage, and other tourism issues that will shape the future of hospitality and tourism research and practice in the digital and innovation era. It offers stimulating new perspectives in the fields of tourism, travel, hospitality, culture and heritage, leisure, and sports within the context of a knowledge society and smart economy. A central theme is the need to adopt a more holistic approach to tourism development that is aligned with principles of sustainability; at the same time, the book critically reassesses the common emphasis on innovation as a tool for growth-led and market-oriented development. In turn, fresh approaches to innovation practices underpinned by ethics and sustainability are encouraged, and opportunities for the exploration of new research avenues and projects on innovation in tourism are highlighted. Based on the proceedings of the Sixth International Conference of the International Association of Cultural and Digital Tourism (IACuDiT) and edited in collaboration with IACuDiT, the book will appeal to a broad readership encompassing academia, industry, government, and other organizations.

2. Record Nr.	UNINA9910894897403321
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