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Underwater Tourism in EU-Mediterranean Coastal Areas for Sustainable Development -- Chapter 13: Proximity Tourism as a Sustainable and Resilient Strategy: Building Back Better for Local Communities and Destinations.

Sommario/riassunto

The marketing of hospitality and tourism is a fast-developing field, influenced by the latest advances in new technologies, sustainability, as well as new generations of consumers. As Generation Z will represent more than 50% of the workforce worldwide in the next few years, it is of utmost importance to explore their behaviors in the working environment, as well as their consumption patterns. As such, this contributed volume brings a focus on the contemporary marketing and management aspects of the tourism and hospitality industry as this is shaped by smart apps, with priority given over sustainable futures, and Gen Z individuals' aspirations, expectations, preferences, and behaviors. The authors offer key insights into the hospitality and tourism industry, making it an invaluable reference point for contemporary tourism and hospitality marketing research. Nikolaos Stylos is Associate Professor (Reader) in Marketing and Digital Innovation, leading the Innovation & Digitalization research group, and the Smart Networks-4-Sustainable Futures Faculty research Centre at University of Bristol. He is an internationally recognized scholar as evidenced through large-scale external grant capture, invited keynote speeches, and best paper awards. Roya Rahimi is Reader in Marketing and Leisure Management, University of Wolverhampton. Her research has been published in top-tier journals, including *Annals of Tourism Research*. Dr Rahimi sits on the editorial board of leading academic journals, and her industry experience includes seven years working in the hotel industry. Peter Robinson is Head of the Centre for Tourism and Hospitality Management at Leeds Beckett University. He is an award-winning author and academic, Co-Chair of The Association for Tourism in Higher Education (ATHE), Director of The Institute of Travel and Tourism and sits on the Board of the Tourism Society.
