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Autore	Deitel, Harvey M.
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Embodiment and experience -- Brand and space -- Form and performance -- Culture and discourse.
Sommario/riassunto	<p>This book attempts to confront spatial, performative and cultural interrelations between tourism and social economic behavior by providing a critical platform for the articulation of touring consumption in our contemporary world. Tourism has become a significant area of scholarship especially given the industry's product development opportunities on a global scale. However, the emphasis placed on such research has largely been from a supply-side perspective. What needs to be explored is the shift towards the agencies of the tourist or traveler as consumer, and consumption as being embodied as a moment of practice in continuous states of touring.</p> <p>Contents</p> <p>Embodiment and experience Brand and space Form and performance Culture and discourse Target Groups Researchers, lecturers and students of social sciences, cultural studies and management Practitioners from different fields of business</p> <p>The Editors Stephan Sonnenburg is Professor for Creativity and Performative Management at the Karlshochschule International University in Karlsruhe, Germany. He is Dean of the Faculty 'Management & Performance'. Desmond Wee is Professor for Tourism Sciences and Spatial Theories at the Karlshochschule International University in Karlsruhe, Germany. He is Head of the Bachelor Programme International Tourism Management.</p>