1. | | |
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   | Record Nr. | UNISALENTO991004324236207536 |
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   | Titolo | Il libro dei rituali : del rito scozzese, antico ed accettato / Salvatore Farina |
   | Pubbl/distr/stampa | Roma : Piccinelli, 1946 |
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   | | Marketing |
   | | Management |
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   | | Artificial intelligence |
   | | Operations Management |
   | | Artificial Intelligence |
   | Lingua di pubblicazione | Inglese |

Formato	Materiale a stampa
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Nota di contenuto	Part I: Introduction -- Chapter 1. Introduction (Marianna Sigala, Anastasia Yeark, Rajka Presbury, Marcela Fang and Karen Smith) -- Part II: Experiences -- Chapter 2. "Art in Servicescape and Experience Design: Learnings from The d'Arenberg Cube, Australia" (Marianna Sigala) -- Chapter 3. A Day in the Life of Guest Experience Stagers: The Saffire Freycinet Experience (Anita Manfreda and Justin King) -- Chapter 4. Extraordinary (Memorable) Experiences in Events: The Case of Skylighter Fireworx, Australia (Anastasia Yeark and John Powers) -- Chapter 5. Boom then Bust at the George Hotel (Eileen Aitken-Fox) -- Chapter 6. High-end Restaurants During COVID-19: The Beginning of a New Fine-dining Era? (Sandra Cherro Osorio, Ana Delevska and Peter Matheis) -- Part III: Operations -- Chapter 7. The Power of Words: A Case Study of Service Language in an Australian Five-star Hotel (Madalyn Scerri and Rajka Presbury) -- Chapter 8. Hidden Factors: Operations Management Implications for the Hayman Island Resort (Zdenka Gabrielova and Marcela Fang) -- Chapter 9. Hotel Revenue Management Strategy – Impacts and Consequences of Changes in Management (Antoine J. Bisson) -- Chapter 10. The Expansion of MexHospitality: Exploring the Ethical Implications of Hospitality Outsourcing (Blanca A. Camargo) -- Chapter 11. Exploring the Relationship Between Hotel Classification System and Service Quality: A Case Study of the Indian Hotel Industry (Tahir Sufi) -- Part IV: Technologies -- Chapter 12. How to Design a Smart Tourism Destination: The Case of Granada (Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández and Ana-Belén Bastidas-Manzano) -- Chapter 13. Marketing Suburban Tourism Destinations on Social Media: The Case of the City of Joondalup, Western Australia (Oscar Vorobjovas-Pinta and Violetta Wilk) -- Chapter 14. Mandatory System Usage Behaviour: A Case Study in Australian Resorts (Leo Yuk Lun Kwong, Sue Foster and Victoria Peel) -- Chapter 15. EHS Hotels: Neuroimaging or Self-reports when Evaluating Tourism Advertising and Websites? (Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández and Ana-Belén Bastidas-Manzano) -- Part V: Strategy and Marketing -- Chapter 16. "KASA Turkey: Solving a Strategy and Sales Issue While Keeping Core Values: An Intrepid Travel Case Study" (Rachel Dodds and Michael Sadowski) -- Chapter 17. Strike While the Iron is Hot: A Case of Market Opportunity for the SCTC (Rajka Presbury and Winne Ho) -- Chapter 18. When the Whole is Greater than the Sum of its Parts: Hotel Marketing Consortia as a Winning Strategy (Sofia Almeida, Thanasis Spyriadis, Carlos Costa, José Manuel Simões and Ana Cláudia Campos) -- Chapter 19. The Case of the Hogtown Hotel: Asset Management in Hospitality (Gabor Forgacs) -- Chapter 20. Learning from Strategic Failures: What Really Happened to AtlasGlobal Airlines? (Tugba Gurcaylilar-Yenidogan and Burcu Kantarcioglu) -- Chapter 21. The Role of Strategic Stakeholder Groups in the Air Transport and Tourism Industries (Bing Chan and Sik Kwan Tai) -- Part VI: Destinations -- Chapter 22. Sustainable Tourism and Public Opinion: Examining the Language Surrounding the Closure of Uluru to Climbers (Bridget Tombleson and Katharina Wolf) -- Chapter 23. Decision-making in Times of Crisis: Bringing Back Binna Burra Post-bushfire (Debbie Cotterell, Sarah Gardiner, Margarida Abreu Novais, Natasha Montesalvo and Ross Westoby) -- Chapter 24. Seasonality, Small-scale Sustainable Events, and Local Professionals' Perceptions: The Case of AlmiraMAN Triathlon Event (Sofia Gkarane and

Chris Vassiliadis) -- Chapter 25. 'Little Australia' Unpacking Cosmopolitanism in Niseko, Japan (Kim Nelson, Rosemary Black and Larissa Bamberry) -- Chapter 26. Repositioning Gold Coast: A Place Branding Perspective (Marco Ocke and Allan Platt) -- Index.

Sommario/riassunto	This book consolidates international, contemporary and topical case study based research in tourism, travel, hospitality and events. Case studies can make learning more attractive and interesting as well as enable students to understand the theory better and develop their analytical and problem-solving skills. Using industry as an open living lab, case study based research infuses scholars into real-world industry challenges and inspires them to theorise and advance our knowledge frontiers. The book includes international case studies that can help tourism scholars build and advance (new) theories and enrich their educational practices. Case studies are accompanied with a teaching note guiding scholars to integrate case studies into instruction. Dr Kirsten Holmes, Chair, Council for Australasian Tourism and Hospitality Education (CAUTHE) There is a vital need for contemporary and well-structured case studies for use in tourism teaching. By including case studies from Australasia and key destination regions in Asia, Europe, and the Caribbean, the book is helpful for tertiary teachers globally. Professor Xander Lub, President, EuroCHRIE The book inspires educators and students. The cases provide context to students' learning and demonstrate the richness and variation of the industry. The book also clearly demonstrates how research can inform our teaching. Professor Brian King, Chair, THE-ICE Assessment Panel The book includes cases under five themes: experiences, operations, technologies, strategy and marketing, and destinations. The book provides subject lecturers with a structure to guide students of applying theory into practice. Dr Paul Whitelaw, Academic Director, Southern Cross University This book marks a significant contribution to hospitality, tourism and events pedagogy at undergraduate and postgraduate level. At a time when the industry is demanding that our graduates have a strong grasp of "real world issues", the case study approach provides an accessible, meaningful and relatable means by which students can engage in real world issues.