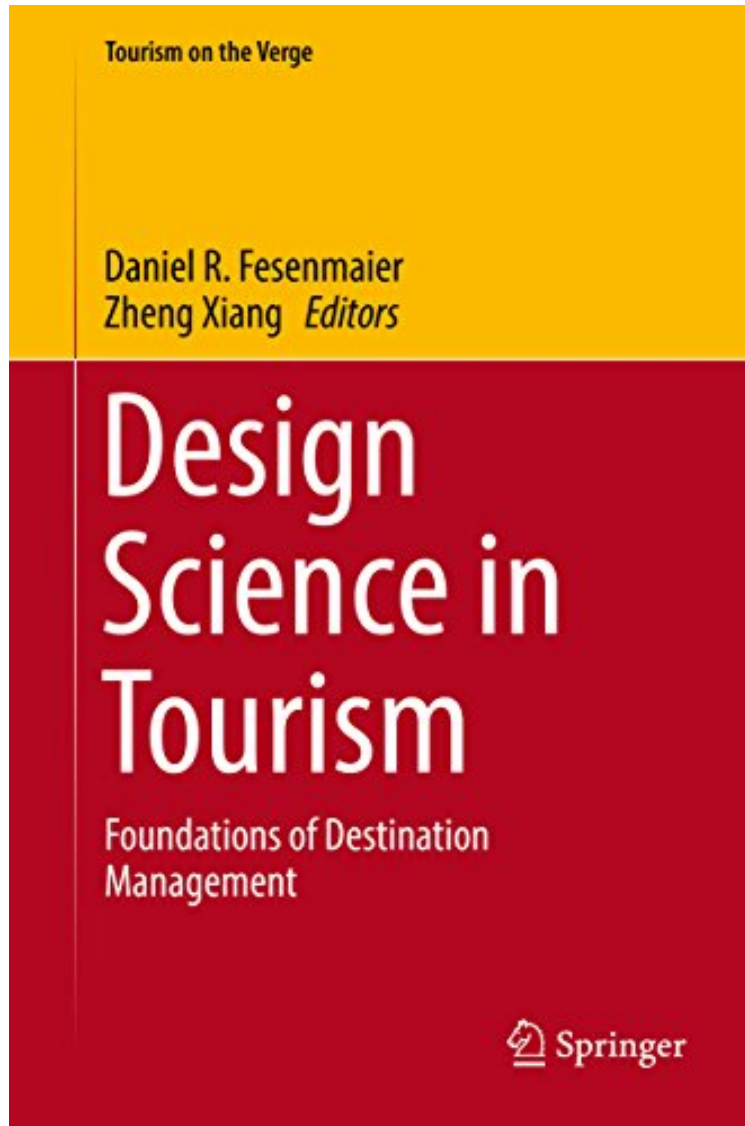


(Free pdf) Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge)

Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge)

From Springer

*ePub | *DOC | audiobook | ebooks | Download PDF*



#3121032 in eBooks 2016-10-04 2016-10-04 File Name: B01LXRE3HH | File size: 79.Mb

From Springer : Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Science in Tourism: Foundations of Destination Management (Tourism on the Verge):

This book explores the impact of design science and design thinking on tourism planning, gathering contributions

from leading authorities in the field of tourism research and providing a comprehensive and interconnected panorama of cutting-edge results that influence the current and future design of tourist destinations. The book builds on recent findings in psychology, geography and urban and regional planning, as well as from economics, marketing and communications, and explores the opportunities arising from recent advances in the Internet and related technologies like memory, storage, RFID, GIS, mobile and social media in the context of collecting and analyzing traveler-related data. It presents a broad range of insights and cases on how modern design approaches can be used to develop new and better touristic experiences, and how they enable the tourism industry to track and communicate with visitors in a more meaningful way and more effectively manage visitor experiences.

From the Back Cover This book explores the impact of design science and design thinking on tourism planning, gathering contributions from leading authorities in the field of tourism research and providing a comprehensive and interconnected panorama of cutting-edge results that influence the current and future design of tourist destinations. The book builds on recent findings in psychology, geography and urban and regional planning, as well as from economics, marketing and communications, and explores the opportunities arising from recent advances in the Internet and related technologies like memory, storage, RFID, GIS, mobile and social media in the context of collecting and analyzing traveler-related data. It presents a broad range of insights and cases on how modern design approaches can be used to develop new and better touristic experiences, and how they enable the tourism industry to track and communicate with visitors in a more meaningful way and more effectively manage visitor experiences.

About the Author
Daniel R. Fesenmaier is Director of the Eric Friedheim Tourism Institute (EFTI), and a Professor in the Department of Tourism, Recreation and Sport Management, University of Florida. He teaches and conducts research focusing on the role of information technology in travel decisions, advertising evaluation, and the design of tourism places. Zeng Xiang, PhD is an Associate Professor in the Department of Hospitality and Tourism Management in Pamplin College of Business at Virginia Tech. His research interests include travel information search on the Internet, social media marketing, and the impact of information technology on the tourism and hospitality industries.