

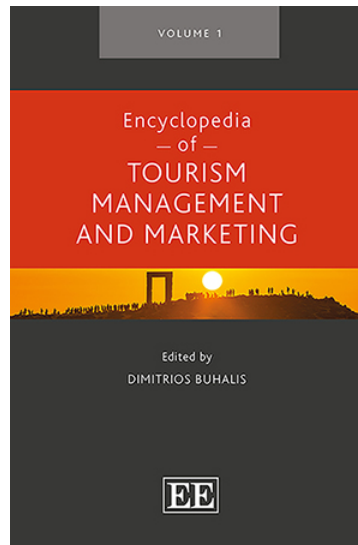


Encyclopedia of Tourism Management and Marketing

Edited by Dimitrios Buhalis, Bournemouth University Business School, UK

The Encyclopedia of Tourism Management and Marketing is, quite simply, the definitive reference work in the field. Carefully curated by leading tourism scholar Dimitrios Buhalis, this is the largest tourism management and marketing ontology that has ever been put together and offers a holistic examination of this interdisciplinary field.

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab at Bournemouth University Business School in England. He is the Editor in Chief of Tourism Review and one of the most cited researchers in tourism, hospitality, marketing and strategy. He researches smart and ambient intelligence tourism with a particular focus on innovation, entrepreneurship and destination ecosystems management.



2022	c 3,000	Hardback	978 1 80037 747	£1,400.00	\$1,750.00
	pp		9	£1,260.00	\$1,575.00

Elgaronline 978 1 80037 748 6

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