

Driving Tourism through Creative Destinations and Activities

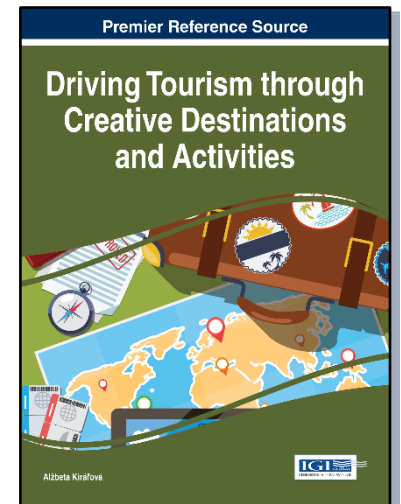
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Alžbeta Kiráľová (University College of Business in Prague, Czech Republic)

Description:

Tourism has become a booming industry within the last few decades, and with the help of many new unique destinations and activities, creative tourism will continue this upward trajectory for the foreseeable future. Tourism helps stimulate economies, decrease unemployment, promote cultural diversity, and is overall a positive impact on the world.

Driving Tourism through Creative Destinations and Activities provides a comprehensive discussion on the most unique, emerging tourism topics and trends. Features engaging topics such as social networking, destination management organizations, tourists' motivations, and service development.



Readers:

This publication is a pivotal resource of academic material for managers, practitioners, students, and researchers actively involved in the hospitality and tourism industry.

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Topics Covered:

- Coopetition
- Destination Management
- Marketing Considerations
- Online Destination Images
- Service Development
- Small Tourism Destinations
- Social Networking

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Alžbeta Kiráľová has graduated in tourism at the University of Economics in Slovakia. After completing her Ph.D. studies, she holds a position of the head of Department of Tourism and Hospitality at Matej Bel University, Slovakia. Later on in her career development, she worked at top management positions in marketing, continued by position of Vice-Rector at the Institute of Hospitality Management in Prague. She was giving lectures at the University of Economics, and at the University of New York in Prague, the University of South Carolina in Columbia, and at the Georgia State University in Atlanta, USA. At the moment, she holds the position of Vice-Rector at the University of Business in Prague. Dr. Kiráľová completed various international internships and was given papers at international conferences. In her research, she focuses on destination marketing. She is the founder and the Chair of Editorial Board of Journal of Tourism and Services.