

# Cases on Traveler Preferences, Attitudes, and Behaviors: Impact in the Hospitality Industry

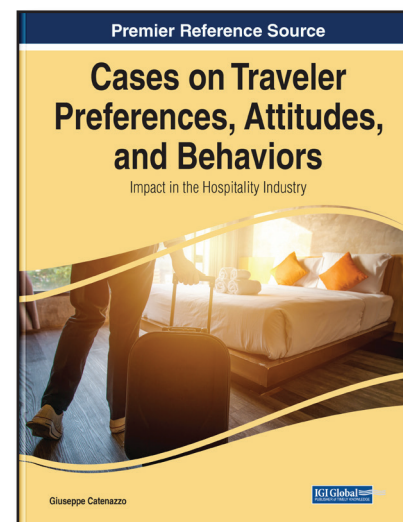
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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## Description:

In the modern hospitality industry, it is critical to understand travelers' needs and wants for businesses to survive and remain competitive. Further study on understanding travelers' motivations is essential in this field.

**Cases on Traveler Preferences, Attitudes, and Behaviors: Impact in the Hospitality Industry** showcases several research-based case studies to understand travelers' preferences, attitudes, and behaviors to illustrate empirical methodologies in order to guide academics and practitioners in their research endeavors. Covering key topics such as destinations, rural areas, social impacts, and tourism management, this reference work is ideal for industry professionals, policymakers, researchers, academicians, scholars, practitioners, instructors, and students.



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## Topics Covered:

Competitiveness  
Destinations  
Hospitality  
Hotel Management  
Rural Areas

Social Impacts  
Tourism  
Tourism Management  
Travelers  
Vacations

**Subject:** Business and Management

**Classification:** Casebook

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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