

Shifts in Knowledge Sharing and Creativity for Business Tourism

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

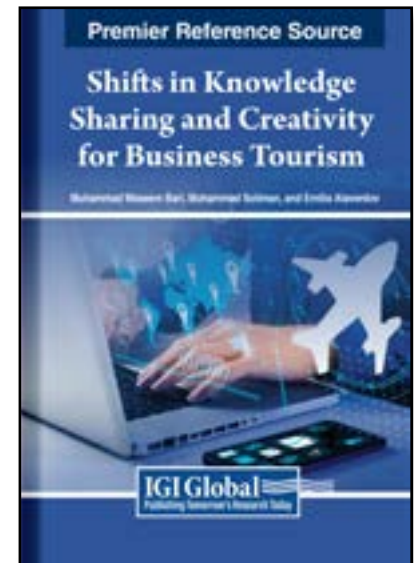
Muhammad Waseem Bari (Government College University, Faisalabad, Pakistan), Mohammad Soliman (University of Technology and Applied Sciences, Oman) and Emilia Alaverdov (Georgian Technical University, Georgia)

Description:

In the contemporary landscape, the significance of business tourism has surged, drawing substantial attention from researchers in the realms of social and management sciences. Defined as an individual's travel outside their local town for business opportunities, transactions, enjoyment, and learning, business tourism has undergone notable shifts, especially in the wake of the COVID-19 pandemic. The book titled **Shifts in Knowledge Sharing and Creativity for Business Tourism** emerges as a solution to unravel the positive and negative impacts of the pandemic on business traveling, specifically addressing changes in the frequency of business tourism and its effects on employee learning and knowledge transfer skills.

This book meticulously covers a spectrum of aspects related to the evolving landscape of business tourism post-COVID-19. Its objective is multifaceted: first, to underscore the importance of business tourism in the domains of social sciences and management sciences literature; second, to deepen the understanding of how business tourism facilitates learning across diverse theories and concepts through interactions with different cultures; third, to explore the transferability of knowledge learned in various places to domestic implementations; fourth, to enhance individual and organizational innovation and creativity skills catalyzed by business tourism; and fifth, to delve into the dynamics of tacit and explicit knowledge transfer in the post-pandemic business environment.

Shifts in Knowledge Sharing and Creativity for Business Tourism encompass a wide array of subjects, ranging from the post-pandemic scope of business tourism to the role of social media in global knowledge sharing practices within business tourism. This comprehensive collection caters to a diverse audience, including students, academicians, researchers, and practitioners. It not only provides innovative approaches for utilizing advanced technologies to expand businesses globally but also contributes to an enhanced understanding of the cultural, communal, and normative shifts in business tourism post-pandemic, influencing knowledge-sharing behaviors and innovative capacities of tourists.



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