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Individuals around the world spend billions of dollars annually on leisure activities, travel, and dining out as a means of entertainment. The profitability of the tourism, hospitality, and entertainment industries has been a catalyst for further research and study in order to further advance practice in the field.

The **Tourism, Leisure, and Sports Industries** topic collection consists of 10 research-based publications highlighting the latest strategies, methodologies, and trends in the entertainment, travel, and hospitality industries. The books featured in this topic collection are essential to furthering the research available in the field as well as providing real-world examples, applications, and case studies. Managers, professionals, researchers, academics, and students studying in the areas of travel, tourism, hospitality, and sports management will find this collection especially relevant to their professional and academic research needs.

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Handbook of Research on Global Hospitality and Tourism Management

Angelo A. Camillo (Woodbury University, USA)
ISBN: 978-1-4666-8606-9; © 2015; 622 pp.

Contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field.

Emerging Innovative Marketing Strategies in the Tourism Industry

Nilanjan Ray (Royal Thimphu College, Bhutan)
ISBN: 978-1-4666-8699-1; © 2015; 426 pp.

An authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry.

International Tourism and Hospitality in the Digital Age

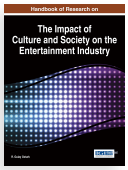
Suresh Kumar (University Shimla, India), et al.
ISBN: 978-1-4666-8268-9; © 2015; 327 pp.

Brings together the best practices for growth, development, and strategic management within the tourism and hospitality industries. Highlighting comparative research that explores the cross-cultural contexts and societal implications of tourism, this book is an essential resource for professionals, researchers, academics, and students interested in a contemporary approach to promoting, managing, and maximizing profitability of leisure and recreation services.

Emerging Trends and Innovation in Sports Marketing and Management in Asia

Ho Keat Leng (Nanyang Technological University, Singapore) and Noah Yang Hsu (Aletheia University, Taiwan)
ISBN: 978-1-4666-7527-8; © 2015; 315 pp.

Brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper-level students interested in the theories and practices of sports marketing and management with a special focus on Asia.



Handbook of Research on the Impact of Culture and Society on the Entertainment Industry

R. Gulay Ozturk (İstanbul Commerce University, Turkey)
ISBN: 978-1-4666-6190-5; © 2014; 737 pp.

Provides a review of the academic and popular literature on the relationship between communications and media studies, cinema, advertising, public relations, religion, food tourism, art, sports, technology, culture, marketing, and entertainment practices. Founded on international research, this publication is essential for upper-level students, researchers, academicians, business executives, and industry professionals seeking knowledge on the current scope of the entertainment industry.

New Business Opportunities in the Growing E-Tourism Industry

Hajime Eto (University of Tsukuba, Japan)
ISBN: 978-1-4666-8577-2; © 2015; 396 pp.

Offers case studies and research that highlights the impact of globalization on travel and tourism and offers solutions to potential problems. Targeting an audience of researchers and business professionals, this volume brings together a diverse international body of scholars and researchers to provide a holistic perspective of future developments in the e-tourism industry.

Current Issues and Emerging Trends in Medical Tourism

Malcolm Cooper (Ritsumeikan Asia Pacific University, Japan), et al.
ISBN: 978-1-4666-8574-1; © 2015; 431 pp.

Focuses on the emerging phenomena of international travel by patients in search of improved healthcare services and treatment, wellness programs, and complementary recreational activities. Including extensive coverage and case studies focusing on patient mobility and new opportunities for health services across borders, this authoritative reference source is essential to the needs of healthcare providers, nonprofit organizations, students, and medical professionals seeking relevant research on the relationship between global travel and access to healthcare.

Educational Strategies for the Next Generation Leaders in Hotel Management

Jiuguang Feng (Les Roches Jin Jiang International Hotel Management College, China), et al.
ISBN: 978-1-4666-8565-9; © 2015; 400 pp.

Combines practical experience with the effective pedagogical approaches being implemented in higher learning institutions and hospitality programs internationally. Highlighting key issues surrounding the current and future scope of hotel management and the skills and knowledge necessary for career success in the hospitality industry, this publication is an essential reference source for hospitality managers, educators, and students interested in the future of the industry and the best practices for hospitality education.

Emerging Research on Islamic Marketing and Tourism in the Global Economy

Hatem El-Gohary (Birmingham City University Business School, UK & Cairo University Business School, Egypt), et al.
ISBN: 978-1-4666-6272-8; © 2015; 358 pp.

Offers in-depth perspectives on the influence of Islam on consumer behavior, the travel industry, product development, and the promotion of goods and services. Focusing on current trends and tools, comprehensive interviews, questionnaires, and emerging research, this book is an essential reference source for academicians, entrepreneurs, policymakers, university students, and educators interested in research surrounding the impact of Islam on business.

Strategies in Sports Marketing: Technologies and Emerging Trends

Manuel Alonso Dos Santos
(Universidad Católica de la Santísima Concepción, Chile)
ISBN: 978-1-4666-5994-0; © 2014; 363 pp.

Provides relevant information on the marketing strategies and marketing trends of sporting events by highlighting the plans and tactical operations that sports organizations conduct when integrating marketing strategies. This publication is a comprehensive reference source for students, researchers, academicians, professionals and practitioners, as well as scientists and executive managers interested in the marketing strategies of sporting events.

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