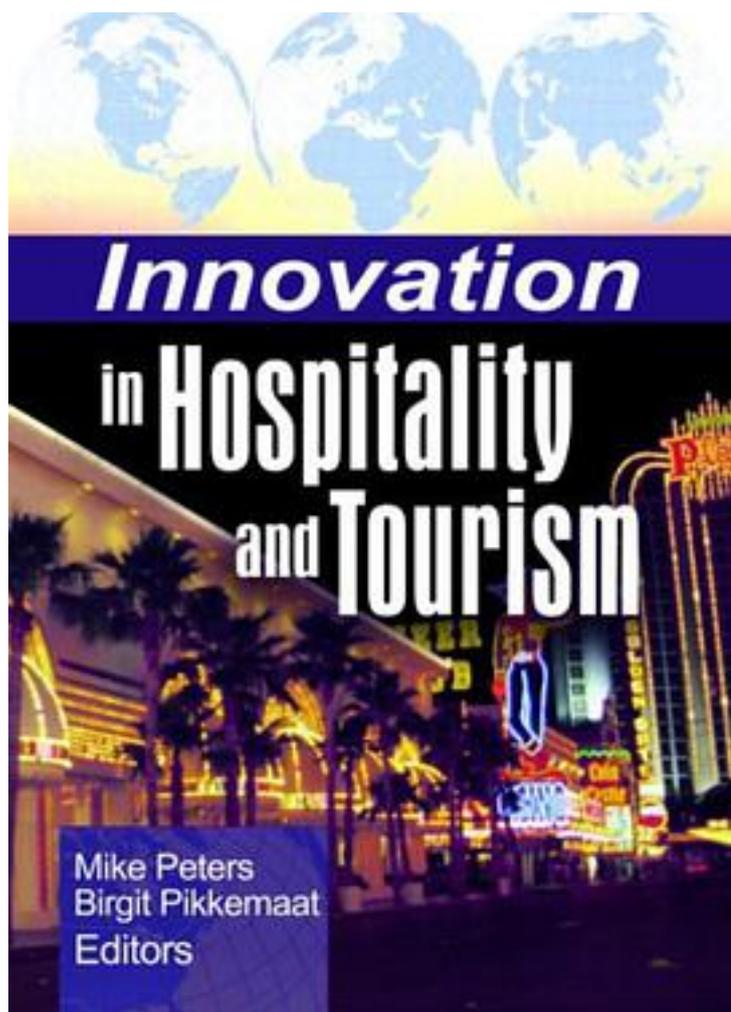


Innovation in Hospitality and Tourism



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著者:Peters, Mike (EDT)/ Pikkemaat, Birgit (EDT)

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Until now, most available research on innovation in tourism product service and

development has focused on concepts, rather than facts. "Innovation in Hospitality and Tourism" presents empirical studies that identify the major "push and pull" factors of innovation in hospitality and tourism, providing vital information on how to measure innovation in the control and sustainable management of new service development. This unique book examines the internal and external drivers of innovation in the market place, the difference between innovative firms and those that merely follow trends, and explanations and examples of innovations in special areas of the tourism value chain. With hospitality markets saturated and clients selecting services from all over the world, it's not enough to have an innovative idea for a new tourism product - your idea has to have the potential to be successfully marketed. "Innovation in Hospitality and Tourism" looks at methods of measuring the market-based applications of new processes, products, and forms of organization, the economic impact of innovation, innovation as a bipolar process between market and resources, and forms of cooperation that can strengthen and reinforce innovation. The book's contributors analyse the relationship between welfare services and tourism in Denmark, the innovation potential throughout the tourism value chain from the supply side focus, innovation as a competitive advantage in Alpine tourism and in the small- and medium-sized hotel industry, tourism innovation statistics across products, providers, markets, and geopolitical regions, and a case study of AltiraSPA, a wellness concept of the ArabellaSheraton group. "Innovation in Hospitality and Tourism" is an invaluable resource for academics, professionals, practitioners, and researchers working in the field of hospitality and tourism.

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