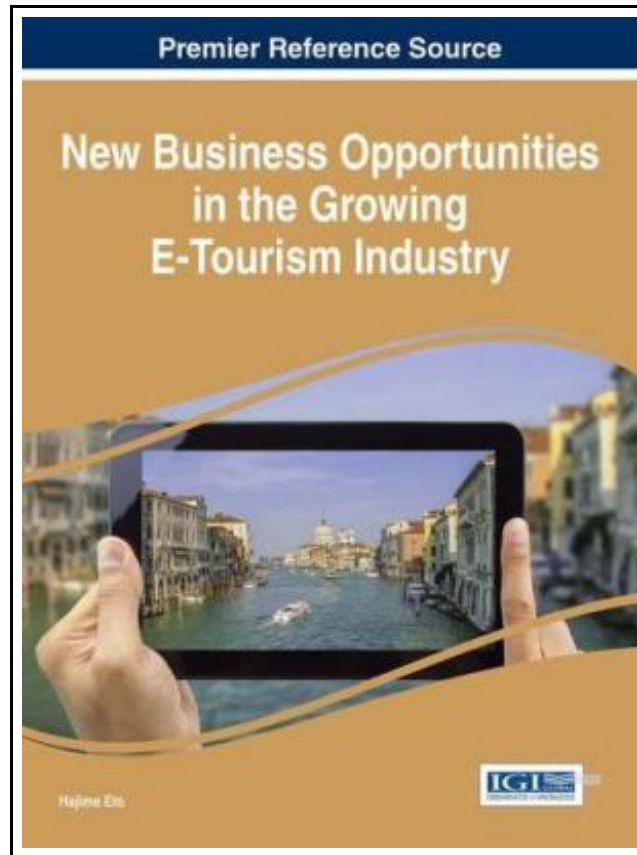


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NEW BUSINESS OPPORTUNITIES IN THE GROWING E-TOURISM INDUSTRY (HARDBACK)



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Idea Group,U.S., United States, 2015. Hardback. Book Condition: New. 284 x 221 mm. Language: English . Brand New Book ***** Print on Demand *****.Responding to the dual pressures of globalization and economic downturn, communities across the world formerly driven by agriculture and industry are increasingly turning toward tourism as an economic mainstay. In order for industry leaders to compete with the efforts of competitors and savvy marketers, new business models must be defined which allow for the incorporation of e-tourism tools and expansion into the global marketplace. **New Business Opportunities in the Growing E-Tourism Industry** 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. This volume compiles the research and perspectives of researchers and industry professionals, uniting a variety of topics including medical tourism, traffic-management, route-planning, virtual museums, digital spot-hunting via film-mosaic, and tourism for the elderly and disabled.



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