

Collaboration in Tourism Businesses and Destinations

A Handbook

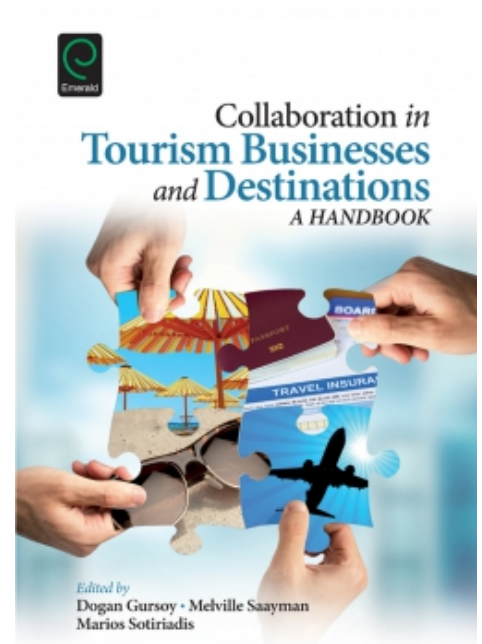
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About the Book

Tourism, travel and leisure (TTL) are highly diverse and fragmented industries. Alliances and partnerships can be used as a framework providing small and medium-sized tourism enterprises (which do not possess adequate resources or organizational capabilities) with opportunities to operate in a competitive business environment. This book will: (i) present the theoretical and analytical frameworks underlying business co-operation and alliances; (ii) analyse the main issues and aspects related to business partnerships; (iii) investigate the contribution of these alliances in the field of management and marketing of TTL businesses; (iv) examine and highlight the factors associated with their success and/or influencing the successful operations of such alliances at business and destination levels; (v) explore their adoption, application and management in various contexts of TTL businesses; and (vi) present and discuss case studies illustrating the various issues and aspects. The volume will conclude by providing management and marketing implications and recommendations for tourism business, destination managers and local planners to enable them to successfully operate such alliances.



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