Contents

Preface ................................................................................................................................. V

Part 1: Tourism Research: Future Challenges

Harald Pechlaner & Michael Volgger
Can Tourism Qualify for Interdisciplinary Research? A European View ............. 3

Pietro Beritelli; Thomas Bieger; Christian Laesser & Andreas Wittmer
Challenging ‘Common Knowledge’ in Tourism – A Partial Polemic ................. 23

Part 2: Tourism Policy and Development

Hansruedi Müller
Peter Keller: A Pioneer of a Sustainable Tourism Policy ................................. 41

Mike Peters & Birgit Pikkemaat
Innotour: An Innovation in Tourism Policy .......................................................... 51

Egon Smeral
Tourism Satellite Accounts as a Policy Tool – Some Critical Reflections .... 65

Christi Frent
Some Directions for the Future Development of a Tourism Satellite Account:
The Case of Investments and Government Collective Consumption
in Tourism ....................................................................................................................... 73

Norbert Vanhove
Tourism as a Strategic Option for Development of
Less Developed Regions .......................................................................................... 95

Hans Hopfinger & Holger Lehmeier
Tourism as a Key Topic in Small-Scale Regional Development
Processes .................................................................................................................. 115
Monika Bandi & Therese Lehmann Friedli
Price Matters – Relevance of Strategic Pricing for Swiss Tourism in the Past, Present and in Future ................................................................. 129

Part 3: Destination Research: Management and Governance

Christof Pforr
Tourism Governance and the Influence of Stakeholder Networks – A Case Study from Western Australia ................................................................. 145

Matthias Fuchs; Wolfram Höpken & Maria Lexhagen
Applying Business Intelligence for Knowledge Generation in Tourism Destinations – A Case Study from Sweden ................................................ 161

Miriam Scaglione & Roland Schegg
The Case of Switzerland during the last 20 Years ........................................ 175

Lise Lyck
World Heritage as Tourism Destination Drivers ....................................... 203

Thomas Steiner
DMO 3.0 in Practice – From Strategy to Governance ..................................... 223

Yasuo Ohe
Roles of Network-integrating NPOs that Connect Local Stakeholders in Rural Tourism: Evidence from Japan ..................................................... 231

Part 4: Experience: Customer Value and Involvement

Marco A. Gardini
The Challenge of Branding and Brand Management: Perspectives from the Hospitality Industry ................................................................. 247

Kirstin Hallmann & Anita Zehrer
Limits of Modelling Memorable Experiences: How Authentic Shall Events be? .................................................................................................. 269
Raija Komppula & Hilka Lassila
Co-Creating Tourism Services – A Multiple Case Study of Methods of Customer Involvement in Tourism.................................................................287

Part 5: Selected Topics in Tourism Research

Mara Manente; Valeria Minghetti & Erica Mingotto
Corporate Social Responsibility in the Tourism Industry:
How to Improve CSR through Reporting Systems ........................................307

Andrea Macchiavelli & Andrea Pozzi
Low-Cost Flights and Changes in Tourism Flows:
Evidence from Bergamo-Orio Al Serio International Airport.......................323

Monika Palatkova
The Czech Marketing Strategy for Domestic Tourism –
The Application of the Strategy Map and BSC Model .................................337

Ulrike Pröbstl-Haider; Julia Kelemen-Finan; Wolfgang Haider;
Thomas Schauppenlehner; Verena Melzer & Nina Mostegl
Will Climate Change Influence the Attractiveness of Cultural Landscapes in Austria? .................................................................355

Giovanni Ruggieri
Islands Tourism Seasonality...........................................................................371

List of Authors................................................................................................385
Tourism and Leisure
Current Issues and Perspectives of Development
Pechlaner, H.; Smeral, E. (Eds.)
2015, IX, 389 p. 48 illus., Softcover
ISBN: 978-3-658-06659-8