

Springer

1st
edition

1st ed. 2016, XXVII, 476 p.
60 illus., 44 illus. in color.

Printed book

Hardcover

Printed book

Hardcover

ISBN 978-3-642-54088-2

£ 149,99 | CHF 200,50 | 169,99 € |
186,99 € (A) | 181,89 € (D)

Available

Discount group

Science (SC)

Product category

Contributed volume

Series

Tourism on the Verge

Other renditions

Softcover

ISBN 978-3-662-56866-8

Softcover

ISBN 978-3-642-54090-5

Business and Management : Innovation/Technology Management

Egger, R., Gula, I., Walcher, D. (Eds.)

Open Tourism

Open Innovation, Crowdsourcing and Co-Creation Challenging the Tourism Industry

- Provides a unique assembly of methods, practices and cases for the use of social media in tourism
- With its coherent framework this book is suitable both as an introductory work and a reference for professionals and researchers alike
- Links recent trends like Open Innovation and Crowdsourcing to the tourism industry

This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

Order online at springer.com/booksellers

Springer Nature Customer Service Center GmbH

Customer Service

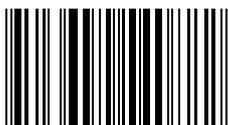
Tiergartenstrasse 15-17

69121 Heidelberg

Germany

T: +49 (0)6221 345-4301

row-booksellers@springernature.com



ISBN 978-3-642-54088-2 / BIC: KJMV6 / SPRINGER NATURE: SC518000

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**