

# Tourism Pat Phase 1 2014

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*World Development Indicators 2014* - World Bank 2014-05-12

World Development Indicators (WDI) is the World Bank's premier annual compilation of data about development. This year's print edition and e-book have been redesigned to allow users the convenience of easily linking to the latest data on-line.

**Whale-watching** - James Higham 2014-03-27

Within little more than a generation, whale-watching has been subject to global industrial development. It has been portrayed by destinations and business operators, and advocated by environmental groups, as a sustainable activity and an alternative to whaling. However, in recent years the sustainability of these activities has increasingly been questioned, as research shows that repeated disturbance by boat traffic can severely disrupt critical behaviours of cetaceans in the wild. Bringing together contributions by international experts, this volume addresses complex issues associated with commercial whale-watching, sustainable development and conservation of the global marine environment. It highlights widely expressed concerns for the failure of policy, planning and management and pinpoints both long-standing and emerging barriers to sustainable practice. Featuring numerous case studies, the book provides critical insights into the diverse socio-cultural, political, economic and ecological contexts of this global industry, highlighting the challenges and opportunities that arise along the pathways to sustainability.

**The People's Race Inc.** - Michael S. K. N. Tsai 2016-11-30

The Honolulu Marathon debuted in 1973 as the shared vision of a maverick cardiologist bent on proving the benefit of long-distance running for cardiac patients and an impetuous mayor eager to prove Honolulu the equal of the top cities in the country. Over a span of forty-plus years, the race matured into one of the largest marathons in the world, a \$100 million economic engine for its home state, and a launch pad for some of the most dominant long-distance runners in modern history. From its modest start as a community event for local amateurs, the race now regularly attracts 30,000 entrants—more than half from Japan—and boasts elite fields led by Kenyan and Ethiopian professional runners, each hoping to earn a share of a \$150,000 prize purse. *The People's Race Inc.* captures the personalities, politics, and power plays behind the burgeoning growth of the Honolulu Marathon and provides a unique lens for understanding the complex history of the sport itself. Drawn from revealing interviews with those closest to the event, as well as exhaustive research, journalist Michael Tsai presents an insider's account of how organizers forged lucrative partnerships with foreign investors, helped initiate the age of African dominance of the marathon, and weathered some of the most bizarre challenges imaginable. The book also exposes the ways in which the marathon's expansive growth mirrored the explosive, at times bewildering, development of post-statehood Hawai'i.

*Editor & Publisher* - 2003

**Tourism in National Parks and Protected Areas** - Paul F. J. Eagles 2002

This book describes the state of the art of tourism planning and management in national parks and protected areas. It also provides guidelines for best practice in tourism operations. Other objectives are to: Describe case studies and guidelines that contribute to conservation of biological diversity; consider the role of local communities within or near these areas; outline the development of tourism infrastructure and services; discuss visitor management; provide guidelines to enhance the quality of the tourism experience.

The focus is global and the book will appeal to both academics and practitioners.

**Space Buyers' Guide Number** - 2001

**Tourism Crisis and Disaster Management in the Asia-Pacific** - Brent W Ritchie 2014-11-21

The Asia-Pacific area is one of the fastest growing tourism regions and a major driver of global tourism in general. Tourism industries in Asia Pacific have been challenged in recent years by a number of major crises and disasters including terrorism, outbreaks (e.g. SARS and Bird Flu), natural disasters (e.g. tsunamis, bushfires, flooding), and political crisis (e.g. protests and political instability). This book contributes to the understanding of crisis and disaster management generally, but with a specific focus on the Asia Pacific. With contributions by international scholars and practitioners, the book discusses both the theoretical and practical approaches toward successful crisis and disaster management.

**The Making of Macau's Fusion Cuisine** - Annabel Jackson 2020-03-09

In *The Making of Macau's Fusion Cuisine: From Family Table to World Stage*, Annabel Jackson argues that Macanese cuisine cannot be seen as a unique product of Portuguese colonialism in southern China. Instead, it needs to be understood in the context of Portugal's culinary footprint in Asia and beyond. She contends that the culinary cultures of other Portuguese colonies in Asia and Africa also influenced the cuisine in Macau. Macanese cuisine plays a role in evoking a sense of Macanese identity within Macau as well as in the Macanese diaspora. As the Macanese have increasingly defined themselves as an ethnically and culturally distinct group, their cuisine has growingly been seen as a critical identifier of cohesion and difference. The book shows how Macanese cuisine is moving from being an everyday production of food in a domestic setting to something more symbolic and ceremonial. It also argues that the practice of recipe sharing, historically controversial among the Macanese, is now viewed as an important process. Drawing on information gathered through interviews and surveys, the book is a fascinating study of the history and development of Macanese cuisine, one of the oldest fusion cuisines in Asia. 'Annabel Jackson has more than enough knowledge to share with the readers many insights and interesting stories, which are embedded in history and cultural interactions among various ethnic groups in Macau and beyond. Given the fact that Macau has become the city of gastronomy, this book brings in rich information and knowledge for locals and visitors to "taste" and to remember.' —Sidney Cheung, The Chinese University of Hong Kong 'Annabel Jackson's study of the development of Macanese cuisine and its role in evoking a sense of Macanese identity within Macau and the Macanese diaspora should contribute to the growing interest in the study of food and foodways within cultural and postcolonial studies. Written in a lively and engaging way, it achieves a good balance between the use of primary sources and theoretical references to buttress its arguments.' —David Brookshaw, University of Bristol

**Sustainability and Visitor Management in Tourist Historic Cities** - Rubén Camilo Lois González 2020-08-25

This Special Issue on 'Sustainability and Visitor Management in Tourist Historic Cities' explores new trends and methods that contribute to sustainable practices for tourism planning and management in historic cities. Thanks to the differentiated approaches adopted by the authors, the Special Issue reflects on the environmental, physical, cultural, and social effects that tourism activity provokes in tourist historic cities. Considering the present debate on tourism in historic cities, there is a special focus on resident perceptions

and the social problems and conflicts associated with various tourist activities that have emerged in recent years. New methodologies and sources to measure tourism impacts are also addressed in this book, especially the use of big data technology, another relevant topic. Papers include one literature review and six case studies in the historic cities of Seville and Toledo (Spain), Venice and Matera (Italy), and Porto (Portugal) and Popayán (Colombia). This Special Issue provides practical tools and policy recommendations to measure tourism impacts and promote sustainable management in tourist historic cities.

**ECRM2014-Proceedings of the 13th European Conference on Research Methodology for Business and Management Studies** - Dr Martin Rich 2014-06-16

Innovation and Market Value. The Case of Tourism Enterprises - Dawid Szutowski 2017-03-18

In contemporary economics only one thing is constant – constant change [Gunday et al., 2011]. The notion of change relates directly to innovation. The very nature of innovation constitutes combining existing factors in a new, changed way. Since the early stage of the scientific investigation of innovation research has focused mainly on the solutions actually implemented [Schumpeter 1939]. Yet it is only through implementation that the benefits of innovation may materialise. The task is not simple. The process of obtaining the gains is complex as innovation may pass through different stages. Thus for almost half-century the scientific community has considered innovation to be a complex process and not just a simple occurrence [Myers and Marquis 1969]. Innovation pushes progress forward. Thus previous scientific investigation limited the concept of innovation to implementations which generate positive effects [Nelson and Winter 1982]. The above scientific considerations still hold today [Moss Kanter 2006]. Innovation is of crucial importance for tourism companies, which cover accommodation for visitors, food and beverage serving activities, passenger transportation, travel agencies and other reservation activities, cultural activities, sports and recreational activities and retail trade of country-specific tourism characteristic goods [UNWTO 2010]. It provides them with competitive advantage and hence the firms with market power gain more from innovation [Tirole 1995]. A firm's innovation interacts with the environment. It delivers diverse benefits to the consumers in the form of new products and lower prices which in turn impact positively on the company [Shiller 2006]. In the context of tourism the ongoing scientific discussion on innovation seems not to have achieved any definite conclusions yet. The implementation of innovation in tourism enterprises leads to the achievement of diverse ends. From this point of view the measurement of the effects of innovation is of vital importance. There are a number of financial measures covering substantially different fields. The most comprehensive amongst them is a company's value. It covers all the aspects of a company's activity [Bodie and Merton 2000]. However due to its importance and complexity numerous approaches to company value were created. The basic distinction covers book and market value based approaches. The proponents of book value assume that the balance sheet yields a reliable estimate of the value of assets and equities. However numerous shortcomings emerge: the static character, dealing with historical figures, failing to include intangibles and treating all classes of accounts as having equal importance [Nunes 2003]. The market value based approach stands for the price that assets would fetch in the marketplace [Fabrozi and Drake 2009]. The main objective of the research is to measure the short- and long-term impact of innovation announcements on the market value of equity of tourism enterprises.

*Proposed Master Plan Update Development Actions, Seattle-Tacoma (Sea-Tac) International Airport, King County* - 1996

**Rural Transformations** - Holly Barcus 2022-03-31

This book focuses on the transformation of rural places, peoples, and land endemic to the contemporary manifestations of globalization. Migration, global economic restructuring, and climate change are rapidly transforming rural places across the globe. Yet, global attention characteristically focuses on urban social and economic issues, neglecting the continued roles of rural people and places. Organized around the three core themes of demographic change, rural-urban partnerships and innovations, and landscape change, the case studies included in this volume represent both the Global North and Global South and underscore the complexity and multi-scalar nature of these contemporary challenges in rural development, planning, and sustainability. This book would be valuable supplementary reading for both students and professionals in

the fields of rural land management and rural planning.

*Nationalism and Archaeology in Europe* - Margarita Díaz-Andreu 2014-10-24

Archaeologists from many different European countries here explore the very varied relationship between nationalistic ideas and archaeological activity through the course of the nineteenth and twentieth centuries. The resurgence of nationalism was one of the most prominent features of the European political scene in the 1990s, when this book was originally published. The past provides a large supply of ideas and images to support the claims of national identity deeply rooted in remote generations. The remote past revealed by archaeology also plays a part – heroes, heroines, golden ages long disappeared, objects to admire, and sites to provoke the memory, all called on to further the cause of nationalism. Drawing on the authoritative insights of the indigenous contributors, this book examines the issues throughout modern Europe. All of the chapters share a concern to see archaeology and the study of the past as intimately related to contemporary social and political questions. The present shapes the way we think about the past but the past also provides us with evidence for thinking about the present. These issues are timeless and this comprehensive examination of a host of issues remains important for historians and those pursuing nationalistic politics.

The Politics and Polemics of Culture in Ireland, 1800–2010 - Pat Cooke 2021-09-30

As a contribution to cultural policy studies, this book offers a uniquely detailed and comprehensive account of the historical evolution of cultural policies and their contestation within a single democratic polity, while treating these developments comparatively against the backdrop of contemporaneous influences and developments internationally. It traces the climate of debate, policies and institutional arrangements arising from the state's regulation and administration of culture in Ireland from 1800 to 2010. It traces the influence of precedent and practice developed under British rule in the nineteenth century on government in the 26-county Free State established in 1922 (subsequently declared the Republic of Ireland in 1949). It demonstrates the enduring influence of the liberal principle of minimal intervention in cultural life on the approach of successive Irish governments to the formulation of cultural policy, right up to the 1970s. From 1973 onwards, however, the state began to take a more interventionist and welfarist approach to culture. This was marked by increasing professionalization of the arts and heritage, and a decline in state support for amateur and voluntary cultural bodies. That the state had a more expansive role to play in regulating and funding culture became a norm of cultural discourse.

Cities of the World -

*Climate Change 2014* - Groupe d'experts intergouvernemental sur l'évolution du climat 2015

*Cult Collectors* - Lincoln Geraghty 2014-02-24

Cult Collectors examines cultures of consumption and the fans who collect cult film and TV merchandise. Author Lincoln Geraghty argues that there has been a change in the fan convention space, where collectible merchandise and toys, rather than just the fictional text, have become objects for trade, nostalgia, and a focal point for fans' personal narratives. New technologies also add to this changing identity of cult fandom whereby popular websites such as eBay and ThinkGeek become cyber sites of memory and profit for cult fan communities. The book opens with an analysis of the problematic representations of fans and fandom in film and television. Stereotypes of the fan and collector as portrayed in series such as *The Big Bang Theory* and films like *The 40 Year Old Virgin* are discussed alongside changes in consumption practices and the mainstreaming of cult media. Following this, theoretical chapters consider issues of gender, representation, nostalgia and the influence of social media. Finally, extended case study chapters examine in detail the connections between the fan community and the commodities bought and sold. Topics discussed include: The San Diego Comic-Con and the cult geographies of the fan convention Hollywood memorabilia and collecting cinema history The Star Wars franchise, merchandising and the adult collector Online stores and the commercialisation of cult fandom Mattel, Hasbro and nostalgia for animated eighties children's television

**Counting the Cost of COVID-19 on the Global Tourism Industry** - Godwell Nhamo 2020-09-19

This book profiles preliminary findings on the impact of COVID-19 on the travel, tourism and hospitality

sector. Starting with a narrative relating COVID-19 to the global development agendas, the book proceeds with a focus on global tourism value chains and linkages between COVID-19 and the Sustainable Development Goals (SDGs). Other perspectives addressed in separate chapters include impacts of COVID-19 on various industries within the global tourism value chain including aviation, airports, cruise ships, car rentals as well as ride and share car services, hotels, restaurants, sporting, pilgrimage and religious tourism, gaming and entertainment, and the stock market. The book also includes chapters on corporate, philanthropic and public donations, as well as tourism economic stimulus packages. It then concludes with a chapter focusing on building back a better tourism sector post-COVID-19 that strongly draws from the Sendai Framework on Disaster Risk Reduction (2015-2030) and the disaster cycle. To this end, this book is suitable as a read for several professionals in disciplines such as tourism and hospitality studies, economics, sustainable development, development studies, environmental sciences, geography, politics, planning and public health.

#### **Recent Advances in Environmental Science from the Euro-Mediterranean and Surrounding Regions** - Amjad Kallel 2017-12-12

This volume includes the papers presented during the 1st Euro-Mediterranean Conference for Environmental Integration (EMCEI) which was held in Sousse, Tunisia in November 2017. This conference was jointly organized by the editorial office of the Euro-Mediterranean Journal for Environmental Integration in Sfax, Tunisia and Springer (MENA Publishing Program) in Germany. It aimed to give a more concrete expression to the Euro-Mediterranean integration process by supplementing existing North-South programs and agreements with a new multilateral scientific forum that emphasizes in particular the vulnerability and proactive remediation of the Euro-Mediterranean region from an environmental point of view. This volume gives a general and brief overview on current research focusing on emerging environmental issues and challenges and its applications to a variety of problems in the Euro-Mediterranean zone and surrounding regions. It contains over five hundred and eighty carefully refereed short contributions to the conference. Topics covered include (1) innovative approaches and methods for environmental sustainability, (2) environmental risk assessment, bioremediation, ecotoxicology, and environmental safety, (3) water resources assessment, planning, protection, and management, (4) environmental engineering and management, (5) natural resources: characterization, assessment, management, and valorization, (6) intelligent techniques in renewable energy (biomass, wind, waste, solar), (7) sustainable management of marine environment and coastal areas, (8) remote sensing and GIS for geo-environmental investigations, (9) environmental impacts of geo/natural hazards (earthquakes, landslides, volcanic, and marine hazards), and (10) the environmental health science (natural and social impacts on Human health). Presenting a wide range of topics and new results, this edited volume will appeal to anyone working in the subject area, including researchers and students interested to learn more about new advances in environmental research initiatives in view of the ever growing environmental degradation in the Euro-Mediterranean region, which has turned environmental and resource protection into an increasingly important issue hampering sustainable development and social welfare.

#### **Best Practice Guidelines for Great Ape Tourism** - Elizabeth J. Macfie 2010

Executive summary: Tourism is often proposed 1) as a strategy to fund conservation efforts to protect great apes and their habitats, 2) as a way for local communities to participate in, and benefit from, conservation activities on behalf of great apes, or 3) as a business. A few very successful sites point to the considerable potential of conservation-based great ape tourism, but it will not be possible to replicate this success everywhere. The number of significant risks to great apes that can arise from tourism require a cautious approach. If great ape tourism is not based on sound conservation principles right from the start, the odds are that economic objectives will take precedence, the consequences of which in all likelihood would be damaging to the well-being and eventual survival of the apes, and detrimental to the continued preservation of their habitat. All great ape species and subspecies are classified as Endangered or Critically Endangered on the IUCN Red List of Threatened Species (IUCN 2010), therefore it is imperative that great ape tourism adhere to the best practice guidelines in this document. The guiding principles of best practice in great ape tourism are: Tourism is not a panacea for great ape conservation or revenue generation; Tourism can enhance long-term support for the conservation of great apes and their habitat; Conservation comes first--it

must be the primary goal at any great ape site and tourism can be a tool to help fund it; Great ape tourism should only be developed if the anticipated conservation benefits, as identified in impact studies, significantly outweigh the risks; Enhanced conservation investment and action at great ape tourism sites must be sustained in perpetuity; Great ape tourism management must be based on sound and objective science; Benefits and profit for communities adjacent to great ape habitat should be maximised; Profit to private sector partners and others who earn income associated with tourism is also important, but should not be the driving force for great ape tourism development or expansion; Comprehensive understanding of potential impacts must guide tourism development. positive impacts from tourism must be maximised and negative impacts must be avoided or, if inevitable, better understood and mitigated. The ultimate success or failure of great ape tourism can lie in variables that may not be obvious to policymakers who base their decisions primarily on earning revenue for struggling conservation programmes. However, a number of biological, geographical, economic and global factors can affect a site so as to render ape tourism ill-advised or unsustainable. This can be due, for example, to the failure of the tourism market for a particular site to provide revenue sufficient to cover the development and operating costs, or it can result from failure to protect the target great apes from the large number of significant negative aspects inherent in tourism. Either of these failures will have serious consequences for the great ape population. Once apes are habituated to human observers, they are at increased risk from poaching and other forms of conflict with humans. They must be protected in perpetuity even if tourism fails or ceases for any reason. Great ape tourism should not be developed without conducting critical feasibility analyses to ensure there is sufficient potential for success. Strict attention must be paid to the design of the enterprise, its implementation and continual management capacity in a manner that avoids, or at least minimises, the negative impacts of tourism on local communities and on the apes themselves. Monitoring programmes to track costs and impacts, as well as benefits, [is] essential to inform management on how to optimise tourism for conservation benefits. These guidelines have been developed for both existing and potential great ape tourism sites that wish to improve the degree to which their programme contributes to the conservation rather than the exploitation of great apes.

#### **Malaria Control and Elimination Program in the People's Republic of China** - 2014-12-01

First published in 1963, *Advances in Parasitology* contains comprehensive and up-to-date reviews in all areas of interest in contemporary parasitology. *Advances in Parasitology* includes medical studies of parasites of major influence, such as *Plasmodium falciparum* and trypanosomes. The series also contains reviews of more traditional areas, such as zoology, taxonomy, and life history, which shape current thinking and applications. The 2012 impact factor is 3.778. Informs and updates on all the latest developments in the field Contributions from leading authorities and industry experts

[Congressional Record](#) - United States. Congress

The Congressional Record is the official record of the proceedings and debates of the United States Congress. It is published daily when Congress is in session. The Congressional Record began publication in 1873. Debates for sessions prior to 1873 are recorded in *The Debates and Proceedings in the Congress of the United States (1789-1824)*, the *Register of Debates in Congress (1824-1837)*, and the *Congressional Globe (1833-1873)*

#### **Information and Communication Technologies in Tourism 2015** - Iis Tussyadiah 2015-01-27

The papers presented in this volume advance the state-of-the-art research on big data and analytics, social media, electronic marketing, mobile computing and recommender systems, mobile sensors and geosocial services, augmented reality, wearable computing, smart tourism, electronic distribution for tourism and hospitality products and services, e-learning, responsive web design and management, and eTourism for development. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in e-Tourism.

#### **Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications** - Management Association, Information Resources 2014-10-31

Over generations, human society has woven a rich tapestry of culture, art, architecture, and history, personified in artifacts, monuments, and landmarks arrayed across the globe. Individual communities are

looking to exploit these local treasures for the benefit of the travelers who come to see them. *Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications* considers the effect of cultural heritage and destinations of interest on the global economy from the viewpoints of both visitor and host. This broadly-focused, multi-volume reference will provide unique insights for travelers, business leaders, sightseers, cultural preservationists, and others interested in the unique variety of human ingenuity and innovation around the world.

*Old-House Journal* - 1984-04

Old-House Journal is the original magazine devoted to restoring and preserving old houses. For more than 35 years, our mission has been to help old-house owners repair, restore, update, and decorate buildings of every age and architectural style. Each issue explores hands-on restoration techniques, practical architectural guidelines, historical overviews, and homeowner stories—all in a trusted, authoritative voice.

*Marketing for Hospitality and Tourism* - Philip Kotler 2016-05-25

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. *Marketing for Hospitality and Tourism, 7/e* is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.

**Considering Marijuana Legalization** - Jonathan P. Caulkins 2015-01-16

Marijuana legalization is a controversial and multifaceted issue that is now the subject of serious debate. In May 2014, Vermont Governor Peter Shumlin signed a bill requiring the Secretary of Administration to produce a report about various consequences of legalizing marijuana. This resulting report provides a foundation for thinking about the various consequences of different policy options while being explicit about the uncertainties involved.

**Ireland and the Irish in Interwar England** - Mo Moulton 2014-04-03

This social history argues that the relocation of Irishness from politics to personal and civic life underpinned England's interwar stability.

*Health and Wellness Tourism* - Melanie K. Smith 2009

Health and wellness tourism is a rapidly growing sector of today's thriving tourism industry. This book will examine the range of motivations that drive this diverse sector of tourists, the products that are being developed to meet their needs and the management implications of these developments. *Health and Wellness Tourism* looks at the motivations and profiles of the tourists for this sector and provides valuable guidance and a basis for discussion regarding the marketing, managing and operations in this sector. \* Introduces the reader to this topic by looking at the history, origins and scope of this sector and how it fits with today's international tourism and leisure industry. \* Uses international case studies to illustrate the multiple aspects of the industry and new and emerging trends including spas, life-coaching, meditation, festivals, pilgrimage and yoga retreats. \* Evaluates marketing and promotional strategies and assesses operational and management issues in the context of health and wellness tourism. Melanie Smith is a Senior Lecturer in Cultural Tourism Management from the University of Greenwich in London, UK. She is also Chair of ATLAS (The Association for Tourism and Leisure Education). She has recently co-edited a special edition of the journal *Tourism Recreation Research on Wellness Tourism*, as well as undertaking a large research project on holistic tourism. She is currently teaching BA courses in Wellness Tourism in Budapest, Hungary and is working on consultancy projects related to the development of spas and holistic tourism centres. László Puczkó is a Tourism Academic and Consultant specialising in Wellness Tourism. He is currently a managing director and head of tourism section at Xellum management consulting company in Budapest, Hungary. Xellum Ltd. is a professional services firm that has 3 major lines of business: tourism, financial analysis and EU and governmental advisory. He currently advises on several projects relating to wellness tourism, including spa development, management and marketing. Former positions include:

researcher, consultant and lecturer at the Tourism Research Centre of Budapest University of Economics and Public Administration (1993-2001) and manager at KPMG Advisory Travel, Leisure and Tourism Group (2001-2004). \* A pioneering text which looks at the development and management of health and wellness tourism, a rapidly growing area of the contemporary tourism industry. \* Uses a variety of international case studies to illustrate the nature and scope of the health and wellness tourism product, from hotel spas in the Caribbean and Asia, to day spas in the United States and the New Age Festival in New Zealand \* Discusses the motivations and profiles of wellness tourist and how to market and manage this specific product type.

*The Definitive Guide to Entertainment Marketing* - Al Lieberman 2013

*Entertainment Marketing NOW: Every Platform, Technology, and Opportunity* Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution By industry insiders with decades of experience as leaders and consultants Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...any content, on any platform, in any market, worldwide. You'll master innovative new ways to grab consumers' attention and wallets fast...make your experiences wannasee, haftasee, mustsee...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market all forms of entertainment.

**Yearbook of International Organizations 2014-2015** - Union of International Associations 2014-08-20

Volume 3 allows readers to locate organizations by subjects or by fields of activity and specialization, and includes an index to Volumes 1 through 3.

**Tropic of Football** - Rob Ruck 2018-07-31

Longlisted for the PEN/ESPN Award "Everything that's rousing and distressing about block-and-tackle football is encompassed in *Tropic of Football*. . . illuminating." —Newsday How a tiny Pacific archipelago is producing more players—from Troy Polamalu to Marcus Mariota—for the NFL than anywhere else in the world, by an award-winning sports historian Football is at a crossroads, its future imperiled by the very physicality that drives its popularity. Its grass roots—high school and youth travel program—are withering. But players from the small South Pacific American territory of Samoa are bucking that trend, quietly becoming the most disproportionately overrepresented culture in the sport. Jesse Sapolu, Junior Seau, Troy Polamalu, and Marcus Mariota are among the star players to emerge from the Samoan islands, and more of their brethren suit up every season. The very thing that makes them so good at football—their extraordinary internalization of discipline and warrior self-image—makes them especially vulnerable to its pitfalls, including concussions and brain injuries. Award-winning sports historian Rob Ruck travels to the South Seas to unravel American Samoa's complex ties with the United States. He finds an island blighted by obesity, where boys train on fields blistered with volcanic pebbles wearing helmets that should have been discarded long ago, incurring far more neurological damage than their stateside counterparts and haunted by Junior Seau, who committed suicide after a vaunted twenty-year NFL career, unable to live with the demons that resulted from chronic traumatic encephalopathy. *Tropic of Football* is a gripping, bittersweet history of what may be football's last frontier.

*Sociology of Sexualities* - Kathleen J. Fitzgerald 2020-07-16

*Sociology of Sexualities* takes a unique sociological approach to the study of sexualities and explores the ways sexuality operates in and through institutions. Drawing on the most up-to-date scientific research on sexuality, as well as the latest political developments on the issues, this core text helps students connect knowledge about sexuality with their broader understanding of society. The thoroughly revised Second Edition includes updated and expanded discussions of the latest sociological research and social justice movements regarding gender and sexuality, as well as a new chapter exploring sexuality and social class, space, and place. FREE DIGITAL TOOLS INCLUDED WITH THIS TEXT SAGE Edge gives instructors the edge they need to succeed with an array of teaching tools in one easy-to-navigate website. Learn more:

edge.sagepub.com/fitzgeraldss2e

Strategic Management for Tourism, Hospitality and Events - Nigel Evans 2015-01-30

Strategic Management for Tourism, Hospitality and Events is the must-have text for students approaching this subject for the first time. It introduces students to fundamental strategic management principles in a Tourism, Hospitality and Events context and brings theory to life by integrating a host of industry-based case studies and examples throughout. Among the new features and topics included in this edition are: Extended coverage to Hospitality and Events to reflect the increasing need and importance of a combined sector approach to strategy New international Tourism, Hospitality and Events case studies from both SME's and large-scale businesses are integrated throughout to show applications of strategic management theory, such as objectives, products and markets and strategic implementation. Longer combined sector case studies are also included at the end of the book for seminar work. New content on emerging strategic issues affecting the tourism ,hospitality and events industries, such as innovation, employment, culture and sustainability Web Support for tutors and students providing explanation and guidelines for instructors on how to use the textbook and case studies, additional exercises, case studies and video links for students. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an essential resource to Tourism, Hospitality and Events students.

**State Magazine** - 2014

**United States of America Congressional Record, Proceedings and Debates of the 113th Congress Second Session Volume 160 - Part 5 -**

Considering Marijuana Legalization - Jonathan P. Caulkins 2015-01-16

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*Flow Experience* - László Harmat 2016-05-15

This volume provides updates and informs the reader about the development of the current empirical research on the flow experience. It opens up some new research questions at the frontiers of the field. The book offers an overview on the latest findings in flow research in several fields such as social psychology, neuropsychology, performing arts and sport, education, work and everyday experiences. It integrates the latest knowledge on experimental studies of optimal experience with the theoretical foundation of psychological flow that was laid down in the last decades.

**Higher Education Challenges in South-East Asia** - Kahl, Christian 2020-10-23

Over the last decade, many local students have preferred to study overseas. This has caused governments to announce the creation of programs and developments in the higher education sector to upgrade South-East Asia to a leading education hub. Moreover, many governments declared that they would work on the insurance of learning to increase the quality of the degrees and the teaching itself. This has led many to question the results of these declarations. Higher Education Challenges in South-East Asia provides an overview of what has been happening over the last ten years in higher education in South-East Asia. It also works to solve the challenges in modern education such as the impacts of digitalization, globalization, and Generation Y and Z learning styles. Covering topics that include globalization, educational technologies, and comparative teaching, this book impacts academic institutions, policymakers, government officials, university and college administrators and leaders, academicians, researchers, and students.