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International Case Studies in Innovation and Entrepreneurship in Tourism Antónia Correia
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this international case study book provides 23 expertly curated case studies on entrepreneurship and innovation in tourism each with detailed implementation instructions for the instructor to maximise student participation and learning the dynamic characteristic of the tourism industry under the influence of micro and macro environment factors requires future professionals to be equipped with appropriate skills and competencies to deal with change and development in real life practices curated and developed by industry experts and practitioners these case studies embody real world scenarios with the aim of best preparing students for their future careers this compelling set of case studies explores the dynamics of entrepreneurship in global context analyses emerging markets and new business models and elicits the implications of innovation and entrepreneurship in different contexts and within a transdisciplinary perspective the cases illustrate innovation and entrepreneurship as an accelerator of tourism growth and development under a sustainable perspective with reflective questions throughout to aid both in class discussion and self study this book is an ideal study resource for use in higher and vocational education and its unique teaching led approach positions it as a vital study tool for instructors and students alike

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