## Contents

Part I: Tourism Environment, Economic

Development, Forecasting and Trends

- 1. The new business environment and trends in tourism
- 2. Futurecast applied to tourism
- 3. Future economic development in tourism
- 4. Tourism demand modelling and forecasting

Part II: Integrated Management in Tourism

- 5. Consumer behaviour in tourism
- 6. Strategic creativity in tourism business
- 7. Strategic innovation in tourism business
- 8. Empowerment human resource management in tourism
- 9. Financial management in tourism
- 10. Technology management in tourism

Part III: Strategic Vision and Management in Tourism

- 11. Strategic thinking in tourism
- 12. Towards a new strategic paradigm
- 13. New performance measurements
- 14. Process-based management in tourism
- 15. International strategies in tourism
- 16. Crisis management and strategic implications

Part IV: New Business Ecosystems and

Stakeholder-driven Strategy

- 17. Stakeholder engagement in tourism
- 18. Tourism authenticity
- 19. Tourism resources and sustainability
- 20. New strategic developments in tourism