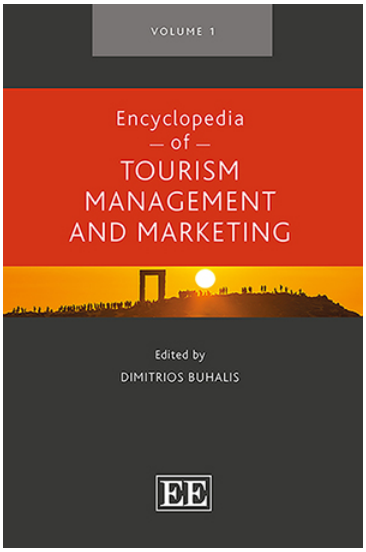
Encyclopedia of Tourism Management and Marketing



Edited by Dimitrios Buhalis, Bournemouth University Business School, UK

The Encyclopedia of Tourism Management and Marketing is, quite simply, the definitive reference work in the field. Carefully curated by leading tourism scholar Dimitrios Buhalis, this is the largest tourism management and marketing ontology that has ever been put together and offers a holistic examination of this interdisciplinary field.

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is currently Visiting Professor at the School of Hospitality and Tourism Management, The Hong Kong Polytechnic University, SAR, China. He is the Editor in Chief of the most established Journal in Tourism: Tourism Review, and the Editor in Chief of the Encyclopedia of Tourism Management and Marketing. His research pioneers smart and ambient intelligence tourism with a particular focus on innovation, entrepreneurship and destination ecosystems management. Professor Buhalis has written and co-edited more than 25 books and 300 scientific articles. He is a world expert in Strategy, Marketing, Technology, Tourism and Hospitality. His research is referenced widely, and Professor Dimitrios Buhalis was recognised as a Highly Cited Researcher 2020 and 2021 by Clarivate™ whilst his Google Scholar citations exceed 52000 and his h index is close to 100. For more information, books, articles and presentations see www.buhalis.com.

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