

## **A Dea Travel Tourism Competitiveness Index**

Tourism Marketing in Bangladesh An Introduction Routledge

The book covers different aspects of real-world applications of optimization algorithms. It provides insights from the Fourth International Conference on Harmony Search, Soft Computing and Applications held at BML Munjal University, Gurgaon, India on February 7–9, 2018. It consists of research articles on novel and newly proposed optimization algorithms; the theoretical study of nature-inspired optimization algorithms; numerically established results of nature-inspired optimization algorithms; and real-world applications of optimization algorithms and synthetic benchmarking of optimization algorithms.

The purpose of this book is to provide a framework for understanding the complex and multifaceted nature of the factors that affect destination competitiveness. It provides guidance on how to create successful destinations by developing and presenting a conceptual model of destination competitiveness that recognizes the importance of sustainability for long-term success. The book is both theoretically sound and managerially useful. It is intended to appeal to both academic researchers and industry professionals and practitioners. Anyone with an interest in the enhancement of a destination's competitiveness from

nations to small towns or regions will find this book invaluable.

This book offers a comprehensive reference guide to operations research theory and applications in health care systems. It provides readers with all the necessary tools for solving health care problems. The respective chapters, written by prominent researchers, explain a wealth of both basic and advanced concepts of operations research for the management of operating rooms, intensive care units, supply chain, emergency medical service, human resources, lean health care, and procurement. To foster a better understanding, the chapters include relevant examples or case studies. Taken together, they form an excellent reference guide for researchers, lecturers and postgraduate students pursuing research on health care management problems. The book presents a dynamic snapshot on the field that is expected to stimulate new directions and stimulate new ideas and developments.

Tourism economics is partly based on established principles from the economics discipline, but it also incorporates elements from sociology, psychology, organization theory and ecology. It has over the years turned into an appealing multi-disciplinary oriented approach to the understanding of the impacts of leisure time in a modern society, including cultural heritage, sustainable quality of life, and industrial organization of the hospitality industry. The increasing dynamics in

the tourist industry and its worldwide effects will continue to attract the attention of both the research and the policy sector in the years to come. Rather than speculating on non-observed facts, there is a clear need for evidence-based research in order to map out the complex dynamics of the tourist industry. The present volume comprises novel studies – mainly of a quantitative-analytical nature – on the supply, demand and contextual aspects of modern tourism. It contains a sound mix of theory, methodology, policy and case studies on various tourism issues in different parts of the world.?

The complexity of issues requiring rational decision making grows and thus such decisions are becoming more and more difficult, despite advances in methodology and tools for decision support and in other areas of research. Globalization, interlinks between environmental, industrial, social and political issues, and rapid speed of change all contribute to the increase of this complexity. Specialized knowledge about decision-making processes and their support is increasing, but a large spectrum of approaches presented in the literature is typically illustrated only by simple examples. Moreover, the integration of model-based decision support methodologies and tools with specialized model-based knowledge developed for handling real problems in environmental, engineering, industrial, economical, social and political activities is

often not satisfactory. Therefore, there is a need to present the state of art of methodology and tools for development of model-based decision support systems, and illustrate this state by applications to various complex real-world decision problems. The monograph reports many years of experience of many researchers, who have not only contributed to the developments in operations research but also succeeded to integrate knowledge and craft of various disciplines into several modern decision support systems which have been applied to actual complex decision-making processes in various fields of policy making. The experience presented in this book will be of value to researchers and practitioners in various fields. The issues discussed in this book gain in importance with the development of the new era of the information society, where information, knowledge, and ways of processing them become a decisive part of human activities. The examples presented in this book illustrate how various methods and tools of model-based decision support can actually be used for helping modern decision makers that face complex problems. Overview of the contents: The first part of this three-part book presents the methodological background and characteristics of modern decision-making environment, and the value of model-based decision support thus addressing current challenges of decision support. It also provides the methodology of building and analyzing

mathematical models that represent underlying physical and economic processes, and that are useful for modern decision makers at various stages of decision making. These methods support not only the analysis of Pareto-efficient solutions that correspond best to decision maker preferences but also allow the use of other modeling concepts like soft constraints, soft simulation, or inverse simulation. The second part describes various types of tools that are used for the development of decision support systems. These include tools for modeling, simulation, optimization, tools supporting choice and user interfaces. The described tools are both standard, commercially available, and nonstandard, public domain or shareware software, which are robust enough to be used also for complex applications. All four environmental applications (regional water quality management, land use planning, cost-effective policies aimed at improving the European air quality, energy planning with environmental implications) presented in the third part of the book rely on many years of cooperation between the authors of the book with several IIASA's projects, and with many researchers from the wide IIASA network of collaborating institutions. All these applications are characterized by an intensive use of model-based decision support. Finally, the appendix contains a short description of some of the tools described in the book that are available from IIASA, free of charge, for

research and educational purposes. The experiences reported in this book indicate that the development of DSSs for strategic environmental decision making should be a joint effort involving experts in the subject area, modelers, and decision support experts. For the other experiences discussed in this book, the authors stress the importance of good data bases, and good libraries of tools. One of the most important requirements is a modular structure of a DSS that enhances the reusability of system modules. In such modular structures, user interfaces play an important role. The book shows how modern achievements in mathematical programming and computer sciences may be exploited for supporting decision making, especially about strategic environmental problems. It presents the methodological background of various methods for model-based decision support and reviews methods and tools for model development and analysis. The methods and tools are amply illustrated with extensive applications. Audience: This book will be of interest to researchers and practitioners in the fields of model development and analysis, model-based decision analysis and support, (particularly in the environment, economics, agriculture, engineering, and negotiations areas) and mathematical programming. For understanding of some parts of the text a background in mathematics and operational research is required but several chapters of the book will be of value also for readers without

such a background. The monograph is also suitable for use as a text book for courses on advanced (Master and Ph.D.) levels for programs on Operations Research, decision analysis, decision support and various environmental studies (depending on the program different parts of the book may be emphasized). In today's highly competitive market, many destinations - from individual resorts to countries - are adopting branding techniques similar to those used by 'Coca Cola', 'Nike' and 'Sony' in an effort to differentiate their identities and to emphasize the uniqueness of their product. By focusing on a range of global case studies, Destination Branding demonstrates that the adoption of a highly targeted, consumer research-based, multi-agency 'mood branding' initiative leads to success every time.

Changes within the travel industry, such as globalization, consumerism, and advancements in technology, have transformed travel agencies into highly competitive businesses. To remain successful, new business approaches and models must be created in the global tourism and hospitality industry. Travel companies continue to expand their businesses in different countries and seek to collaborate with international entrepreneurs, developing the need for cross-cultural strategies and policies. As travel agencies flourish, identifying these business practices is necessary for these organizations to obtain a competitive

management model at the global level. The Handbook of Research on International Travel Agency and Tour Operation Management gathers the latest methodologies, tools, models, and theories regarding tourism development and sustainability into one comprehensive reference source in order to promote, manage, and maximize the profitability potential of travel agencies and tour operation services. Featuring research on topics such as e-marketing, medical tourism, and online travel, this book provides travel agents, managers, industry professionals, researchers, academics, and students with the necessary resources to effectively develop and implement organizational strategies and models.

In this book, participation in the arts is analyzed as a substantial contributory factor to European citizenship, and also as a tool for improving individual and societal wellbeing through educational and inclusive policies. It offers an up-to-date overview of ongoing research on the measurement and analysis of, and prospects for, traditional and new forms of cultural engagement in Europe. It describes and assesses available methods and participation in the arts and seeks to determine how and to what extent the various drivers, policies and barriers matter. This publication is the final output of the work done by the members of the EU Project “Assessing effective tools to enhance cultural

participation,” which brought together social scientists and cultural practitioners in joint projects, conferences and seminars, to reflect on the current situation and the challenges faced by managers of cultural and arts institutions and cultural policy makers.

Worldwide, tourism is the third largest economic activity in direct earnings after petroleum and automobile industries, and by far the largest one if indirect earnings are also taken into consideration. Taking into account the profound economic impact the tourism and hospitality industries can have on regions and cities around the world, further research in this area is critical. *Global Dynamics in Travel, Tourism, and Hospitality* takes a holistic approach to tourism and hospitality operations, education, and research. Highlighting the latest research in the field, real-world examples of how these industries are shaping economic development as well as future outlooks and opportunities for growth, this publication is an essential reference source for researchers, professionals, and graduate-level students.

?This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand

management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2019, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

The assessment of local, regional or national impacts of an influx of tourists – of different kind and origin – has in recent years become a new challenge for economics research in the tourism sector. There is a clear need to develop solid methodologies through which the socio-economic impacts of tourism can be assessed. Tourism impact assessment – as a systematic approach to the estimation of socio-economic effects of tourism on relevant parts of the economy – has become a timely response to the need for appropriate information for stakeholders, both public and private. The present volume brings together a set

of recent impact studies – of both a theoretical-methodological and an applied policy-oriented nature – , which have been selected on the basis of their originality or novel contribution to the research in this field.

Market positioning and branding has evolved from a peripheral process in the marketing effort to a critical process in any strategic planning initiative. Effective positioning will result in a strong brand that develops an emotional and productive two-way relationship. Positioning and Branding Tourism Destinations for Global Competitiveness focuses on utilizing destination branding and content marketing for sustainable growth and competitive advantage within the tourism and hospitality industry, including tools and techniques for travel branding and best practices for better tourism management strategies. Featuring coverage on a broad range of topics such as hospitality, brand loyalty, and knowledge transfer, this book is ideally designed for industry professionals including those within the hotel, leisure, transportation, theme park, and food service sectors, policymakers, practitioners, researchers, and students.

This book presents the foundations for the future of tourism in a structured and detailed format. The who-is-who of tourism intelligence has collaborated to present a definitive blueprint for tourism reflecting the role of science, market institutions, and governance in its innovation and sustainability. The book adopts

a comprehensive approach, exploring recent research and the latest developments in practice to inform the reader about instruments and actions that can shape a successful future for tourism. Broad in scope, the book incorporates the perspectives of leading tourism academics, as well as the views of tourism entrepreneurs, destination managers, government officials, and civil leaders. The book is divided into three parts, the first of which addresses the scientific facets of innovation, analyzing the challenges and opportunities that technology provides for organic and disruptive developments in tourism, which will shape its future. In turn, the second part examines socio-cultural paradigms – with a view to dismantling traditional barriers to innovation. It also explores the role of heritage and the ethics of inclusiveness as drivers for sustainable tourism. The third part investigates new ways and means in governance and policy making for tourism. It introduces advances such as strategic positioning, symbiotic partnerships, and innovative management, and closes by presenting governance frameworks for an inclusive and sustainable future of tourism.

Sustainable Tourism Policy and Planning in Africa offers an accessible and understandable overview of the challenges of integrating sustainability into tourism policy and planning in Sub-Saharan Africa and provides some interesting recommendations on how these could be overcome. Tourism is currently growing

faster in Sub-Saharan Africa (SSA) and in many other developing regions compared to the rest of the world. Using case examples from different segments of the tourism sector in different country contexts, this volume therefore reassesses context specific tourism policies and planning mechanisms in SSA over the years. It considers how the increasing focus on sustainability is reflected in different areas of the tourism sector including food security, the human capacity management, service delivery, local communities and heritage management, climate change and the influence of colonial legacies on tourism policy planning. For many SSA countries, it has only been in the last two decades that the development of sustainable and achievable context specific policies and planning mechanisms has become the norm. The chapters provide examples of how different dimensions of sustainability are integrated into tourism policy and practice, and examine the extent to which these are shaping the present, and their implications for the future sustainability of the tourism sector. Sustainable Tourism Policy and Planning in Africa will be of great value to academics, private and third sector employees to better understand tourism in Sub-Saharan Africa. Eight of the chapters were originally published as a special issue of Tourism Planning and Development. These are now complimented with a new introductory chapter and a concluding chapter that sets out a future research

agenda for sustainable tourism policy and planning.

Management Science in Hospitality and Tourism is a timely and unique book focusing on management science applications. The first section of the book introduces the concept of management science application in hospitality and tourism and related issues to set the stage for subsequent sections. Section II focuses on management science applications with conceptual pieces, empirical applications, and best practices with examples coming from different parts of the world and settings. The last section ends with a chapter focusing on challenges and future research directions. This book goes beyond revenue management topics and presents a broad range of topics in management science applications as they relate to hospitality and tourism cases. Researchers and students in hospitality and tourism will find this book very useful since it contains chapters on data analytics, e-commerce and technology, revenue and yield management, optimization methods, resource allocation, goal programming, dynamic programming, Markov chain models, trends analysis and detection, measuring potential and attractiveness in tourism development, performance measures and use of indices in hospitality and tourism, and more. There is a heightened interest in these areas of business applications in today's data-driven business environment, and this book addresses that interest. This book is the only

comprehensive text on management science applications in hospitality and tourism. It will help managers and hospitality and tourism students as future managers to develop an in-depth understanding of the importance of data analysis, interpretation, and generating information, and intelligence for decision making. It covers a broad range of applications representing different geographic regions of the world.

Destination marketing is more challenging than other goods and services. The basis of competitive advantage shifts from tourism resources only (destination marketing) to a location-based or city-wide integrated management (place marketing). In this book, tourism scholars Metin Kozak and Seyhmus Baloglu discuss and synthesize theories, models, techniques, and principles for strategic marketing and management of tourist destinations, and demonstrate ways in which to further develop the concept of destination competitiveness for application within these destinations. The authors highlight the need for managing brand equity, tourist experience, and information systems, as well as involving internal and external stakeholders in strategic planning and implementation. This book offers practical information directly related to the tourism industry, using the examples of real-world cases to bridge marketing theory with practice. With its international focus and applications for developing a competitive advantage in today's global marketplace, this research will be indispensable to students and scholars of tourism, hospitality, and leisure and recreation programs, as well as practitioners within these industries.

Modern Advances in Tourism Research provides a thorough assessment of state-of-the-art

academic research in this field of economic science. The authors start by scoping the scene of tourism research. They progress to a comprehensive analysis of themes of particular interest for researchers and academics interested in the workings of the tourism markets, such as new analysis frameworks in tourism economics and new operational tools in tourism research. The Encyclopedia of Tourism Management and Marketing is, quite simply, the definitive reference work in the field. This is the largest tourism management and marketing ontology that has ever been put together and offers a holistic examination of this interdisciplinary field. Bringing together a wealth of expertise, a team of international authors from all parts of the world shed light on the current state of tourism research and practice around the globe and provide unique insights into the field. Carefully curated by leading tourism scholar Dimitrios Buhalis, the Encyclopedia is an invaluable resource for academics, students and practitioners and provides the ideal starting point for any research journey. The concise entries present an accessible and condensed overview of each topic and the selected references that follow each entry suggest directions for further detailed exploration. Key Features: - Over 1000 entries - Entries organized alphabetically for ease of navigation - Fully cross-referenced - Concise, structured entries by the world's foremost scholars in tourism - Selected references for further study - Inclusive global authorship team. Contact us for a quote.

The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information

technologies and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism CompleteCABI Leisure, Recreation and TourismProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

This proceedings volume presents recent theoretical and practical advances in operational research (OR). The papers focus on a number of key areas including combinatorial optimization, integer programming, heuristics, and mathematical programming. In addition, this volume highlights OR applications in different areas such as financial decision making, marketing, e-business, project management, scheduling, traffic and transportation. The chapters are based on papers presented at the 13th Balkan Conference on Operations

Research (BALCOR). BALCOR is an established biennial conference. The selected papers promote international collaboration among researchers and practitioners, with a particular focus on the Balkan countries.

Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and

academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

The new multimedia standards (for example, MPEG-21) facilitate the seamless integration of multiple modalities into interoperable multimedia frameworks, transforming the way people work and interact with multimedia data. These key technologies and multimedia solutions interact and collaborate with each other in increasingly effective ways, contributing to the multimedia revolution and having a significant impact across a wide spectrum of consumer, business, healthcare, education and governmental domains. This book aims to provide a complete coverage of the areas outlined and to bring together the researchers from academic and industry as well as practitioners to share ideas, challenges and solutions relating to the multifaceted aspects of this field.

China's economic reforms over the past two decades have brought tremendous economic transformation, rapid growth, and closer integration into the global economy. Real income per capita has increased fivefold, raising millions of Chinese out of poverty. Despite these achievements, difficult reforms--involving the state-owned enterprises and the financial sector--must still be completed, and social pressures from rising unemployment and income inequalities need to be addressed. China's accession to the World Trade Organization will bring benefits but will also impose obligations on the economy, and could prove to be a watershed for the reform process. This book looks at the country's reform process, its past successes and future challenges.

Companies compete to gain public notoriety every day and use creativity and innovation to get ahead of their competition. In oversaturated industries, such as the tourism sector, smart

strategies and global network capabilities must be adopted and improved in order to increase competitiveness. *Multilevel Approach to Competitiveness in the Global Tourism Industry* contains crucial reference material that discusses new intelligent practices to increase business competitiveness in the tourism sector. Featuring research on topics such as networking, artificial intelligence, and regional competitiveness, this book is ideally designed for program directors, event coordinators, tour developers, hotel managers, restaurateurs, travel agents, policymakers, academics, researchers, advanced students, entrepreneurs, government officials, and professionals in the tourism and hospitality industry.

Gathering the outcomes of the 27th annual international eTourism conference ENTER2020, this book presents new research, innovative systems and industry case studies on the application of Information and Communication Technologies (ICT) in travel and tourism. It shares the latest findings discussed at the conference and highlights various topics within the field, including social media, destination marketing, recommender systems and decision-making, virtual and augmented reality, technology in tourism, and research on hotels and activities. Readers will find a wealth of state-of-the-art insights and ideas on how information and communication technologies can be applied in travel and tourism.

*Gastronomy for Tourism Development* provides readers with insight into the political reasons all countries in the region pay little attention to the common gastronomic heritage. It challenges the issues faced by those within the industry, addressing the potential for the region to become a sustainable and attractive European food destination.

Tourism is often a key driver of economic growth in many countries. The recent upward trends of tourism and hospitality education in higher academic institutions in Bangladesh suggests a

growing tourism sector. Very little has been written on Bangladesh's tourism industry. This is the first edited volume published from an international publisher which looks at this industry and how it has developed and flourished. The book begins by looking at tourism policy planning and provides a comprehensive overview of topics from tourism products and services in Bangladesh to how they are being marketed. It also discusses how private and public tourism institutions can address future long term trends. This book will appeal to those interested to learn more about developing tourism industry in emerging economies and may provide invaluable lessons from Bangladesh's experience and success.

The purpose of this book is twofold. First, this book is an attempt to map the state of quantitative research in Asian tourism and hospitality context and provide a detailed description of the design, implementation, application, and challenges of quantitative methods in tourism in Asia. Second, this book aims to contribute to the tourism literature by discussing the past, current and future quantitative data analysis methods. The book offers new insights into well-established research techniques such as regression analysis, but goes beyond first generation data analysis techniques to introduce methods seldom – if ever – used in tourism and hospitality research. In addition to investigating existing and novel research techniques, the book suggests areas for future studies. In order to achieve its objectives the analysis is split into three main sections: understanding the tourism industry in Asia; the current status of quantitative data analysis; and future directions for Asian tourism research.

Measurement models developed by Georg Rasch are renowned in the social sciences. In this introduction, the focus is on the simple logistic model, which is one of the most elementary and commonly used. The author explains the general principles behind the models, and

demonstrates their procedures for measurement. Comparisons are made with other more widely-used models. Throughout the text, an example from a personality inventory is used to provide continuity as the statistical arguments are presented and procedures explained. An efficient air transport system is critical to countries attaining and sustaining healthy economies in an increasingly interconnected world economy. This volume 5 of *Advances in Airline Economics* includes literature surveys and original empirical research examining airline efficiency in the twenty first century.

Ports and cities are historically strongly linked, but the link between port and city growth has become weaker. This book examines how ports can regain their role as drivers of urban economic growth and how negative port impacts can be mitigated.

Over the past decade, the field of urban tourism has consolidated with the appearance of several books that concentrate upon the Western European and North American experience. Recently, the scope and range of urban research has widened considerably, including the welcome appearance of studies that examine the tourism phenomenon in cities outside the Euro-American heartland. Despite this growing international body of debate and scholarship on tourism and cities, particularly in the developed North, literature that relates to the developing world as a whole, and to Africa in particular, remains sparse. The task of *Urban Tourism in the Developing World: The South African Experience* is to augment the current international scholarship concerning urban tourism in the

developing world. More especially, the contributors draw attention to a range of case studies from South Africa that provide some starting points to address the uneven scholarly coverage of urban tourism the African context has received to date. In addition, the research material presented here seeks to contribute toward raising the South African, and indeed the African profile, within growing international scholarship concerning issues of urban tourism and development. This collection aims to expand an emerging South African and African tourism research "voice" concerning the tourism and development nexus, as well as to stem critiques that this body of research appears to have developed in a theoretical vacuum, divorced from broader international tourism research discourses. This collection of essays not only further develops an independent South African tourism perspective, but also presents research that is closely tied to international urban tourism research debates. In addition, this analysis of urban tourism in the South African context enriches the rather Western-oriented theories of urban tourism discourse through its emphasis on how urban tourism is evolving in urban Africa.

Destination competitiveness and sustainability are important issues for many stakeholders within the tourism industry. In recent years, destinations have faced some challenges with respect to maintaining sustainability; they must be cleaner,

greener and safer in order to safeguard the life quality of holidaymakers and local residents. Providing an invaluable review of the latests research on the topic, global case studies provide a perspective of the worldwide challenges and solutions arising in the management of tourism destinations. The analysis presents an interdisciplinary approach, including contributions of economists, geographers, managers and marketing professionals.

The Faculty of Organizational Sciences, University of Belgrade traditionally, in cooperation with other higher education and scientific institutions and associations, organizes a SYM-OP-IS symposium to advance the theory and practice of operational research, business analytics and related disciplines. This year, the 46th Symposium on Operations Research - SYM-OP-IS is being organized as an international scientific conference. The symposium brings together domestic and international academic and scientific public, OR practitioners, public and non-governmental sector, as well as students who participate in discussing and analyzing relevant issues in the field of contemporary operational research. The aim of the Symposium is to provide a unique forum for discussion of current issues and exchange of the latest information, ideas and innovative solutions in the field of operational research in the context of improving business achievements and results. Authors have the

opportunity to publish scientific and professional results as research papers or case studies. This year's conference program is organized through thematic sessions and consists of 132 papers by authors from 10 countries. In addition to thematic sections, plenary lectures of eminent scientists in the field of business intelligence data science, efficiency measurement and behavioral operational research will be held as well as a forum on "International Projects in Science and Education". Scientific Committee Chair Milan Martić \_\_\_\_\_

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\_\_\_\_\_ Fakultet organizacionih nauka  
Univerziteta u Beogradu tradicionalno u saradnji sa drugim visokoškolskim i nau?noistra?iva?kim organizacijama, kao i nau?nim udru?enjima, organizuje simpozijum SYM-OP-IS sa ciljem unapre?enja teorije i prakse operacionih istra?ivanja, poslovne analitike i srodnih disciplina. Ove godine se organizuje 46. simpozijum operacionih istraživanja – SYM-OP-IS kao me?unarodni nau?ni skup. Simpozijum okuplja doma?u i me?unarodnu akademsku i nau?nu javnost, predstavnike korporativnog, javnog i nevladinog sektora, kao i studente osnovnih, masterskih i doktorskih studija koji kroz predstavljanje svojih dosadašnjih rezultata, saznanja i iskustava u?estvuju u razmatranju i analizi relevantnih pitanja iz oblasti savremenih operacionih istraživanja. Cilj Simpozijuma je da

obezbedi jedinstven forum za diskusiju o aktuelnim pitanjima i razmenu najnovijih informacija, ideja i inovativnih rešenja u oblasti operacionih istra?ivanja menadžmenta u kontekstu unapre?enja poslovnih dostignu?a i rezultata. Autori imaju mogućnost da nau?ne i stru?ne rezultate publikuju kao istra?iva?ke radove ili studije slu?aja. Ovogodišnji program konferencije je organizovan kroz tematske sesije i sastoji se iz 132 rada autora iz 10 zemalja. Uz tematske sekcije, bi?e održana i plenarna predavanja eminentnih nau?nika iz oblasti nauke o podacima poslovne analitike, merenja efikasnosti i bihevijoralnih operacionih istra?ivanja kao i forum na temu "Me?unarodni projekti u nauci i prosveti". Predsednik Programskog odbora Milan Marti?

Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10—12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism Heritage, Culture and Society is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals

and academia in both areas.

International tourism is expected to be a major vehicle of economic development in industrializing countries in the 21st century, especially for Asia. To generate long-term growth, countries with tourism-based economies must develop strategies for employing their comparative advantages to achieve competitive advantages. However, competitiveness in the tourist industry is multi-dimensional and complex. This study evaluates the competitiveness of the Taiwanese tourism sector by a multi-dimensional framework. The theoretical model proposes that the competitiveness of tourist destinations should be composed of Ricardian comparative advantages (like the conditions of natural endowments and the degree of technological change); Porterian competitive advantages; tourism management, i.e., providing high quality education and job training, public goods, support services and reduced transaction costs to enhance comparative and competitive advantages; and environmental conditions.

The measurement of tourism, for example analysing competitiveness and evaluating tourism projects, is not an easy task. Now in its third edition, *The Economics of Tourism Destinations: Theory and Practice* provides a succinct guide to the economic aspects of tourism for students and practitioners alike to decipher the methods of measurement of supply, demand, trends and impacts.

This new edition has been revised and updated to include: Three new chapters: Tourism as a development strategy, Tourism export-led growth, and a dedicated chapter on Macro-evaluation of tourism projects and events, including the travel cost method and the contingent valuation method. New case studies from emerging destinations in Asia, Australia and America to show theory in practice. New and updated data throughout. Each chapter combines theory and practice and is integrated with international case studies. Combining macro- and micro-aspects of economics to the tourism destination, this is an invaluable resource for students learning about this subject, as well as being aimed at tourism researchers and policy-makers.

Find out how accurate forecasting and analysis can prevent costly mistakes! Management Science Applications in Tourism and Hospitality examines innovative tools for evaluating performance and productivity in tourism offices, hotels, and restaurants. This collection of recent studies focuses on two important topics of management science: forecasting and a relatively new analytical methodology called data envelopment analysis (DEA). This book will show you how tourism forecasting accuracy can be enhanced and how DEA can be used to benchmark productivity and improve advertisement efficiency. Management Science Applications in Tourism and Hospitality provides you with a

