

Case Study Burj Al Arab Hotel Dubai

Hospitality Business Development analyzes and evaluates the different aspects of business growth routes and development processes in the international hospitality industry. It considers the essential features of the strategic business context, in which any hospitality organization operates, and: • explores the essential requirements and challenges of hospitality business development, and the implications which these present for hospitality operators. • explains how differentiation and innovation can become key to organizational success and provides you with the all of the skills you need to implement your own business development • examines the shifting nature of demand, evaluating consumers’ behaviour and relating the principles of customer centrlicity to the business development function • is packed with case studies and industry related examples, which cover a broad range of hospitality sectors including in-flight catering, holiday homes, guest houses, licensed retail, catering, international restaurants and hotels, ensuring you have a thorough understanding of the international hospitality business development . Hospitality Business Development equips students and aspiring hospitality managers with the necessary knowledge, expertise and skills in business development. This book is a must-read for any one studying or working in the hospitality industry.

The Worldwide Destinations and Companion Book of Cases Set brings together two essential and complimentary reference works offering comprehensive and up to date information, in one value for money package. Worldwide Destinations provides comprehensive coverage of worldwide tourism destinations, examining the basic principles underlying the geography of tourist demand, supply and transportation, together with a broad survey of world tourism generating and destination regions. Worldwide Destinations Casebook features over 40 comprehensive case studies of international tourism destinations, with brand-new cases studies drawn from all regions of the world case studies featured include The Galapagos: balancing resource conservation and tourism development, London Docklands regeneration, Re-visioning tired destinations: Australia's gold coast and Tourism in New York. • Essential information in one package with fully updated statistics, new material on hot topics such as climate change and economic capacity, as well as a wealth of international case studies • Full color layout packed with pedagogic features to aid learning • Companion website materials available

Marketinginstrumente, Marketingkonzept, Marketingstrategie, Marktforschung, Marketingziel, Marketingmix, Budgetierung, Marketingkontrolle Professionelles Marketing ist für jedes Unternehmen ein zentraler Erfolgsfaktor. Verschaffen Sie sich mit dieser grundlegenden Einführung einen Vorsprung aus brandaktuellem Marketing-Wissen.

Begeistern Sie Ihre Zielgruppe effektiver und nachhaltiger für Ihre Marke, Ihr Produkt oder Ihr Unternehmen. "Marketing – in vier Schritten zum eigenen Marketingkonzept" behandelt fokussiert und leicht verständlich alle wichtigen Marketinginstrumente. Der Band ist strukturiert aufgebaut, unterhaltsam formuliert und durchgehend farbig gestaltet. Zahlreiche aktuelle Praxisbeispiele, Exkurse und Case Studies verknüpfen Theorie und Praxis auf anschauliche Weise. Ob Einsteiger oder Marketingprofi: Dieses Buch richtet sich an alle, die in Schule, Studium oder Beruf mit Marketing zu tun haben. Es lässt sich im Selbststudium oder als Begleitung zu einem Marketinglehrgang einsetzen. Selbstständig Erwerbenden, Marketingverantwortlichen oder Studierenden dient es als praxisnaher Leitfaden, um erfolgreich ein Marketingkonzept zu entwickeln oder zu überarbeiten. Der Autor: Mathias Schürmann ist Teilhaber der Fullservice-Werbeagentur Rocket – Powerful Advertising. Er verfügt über langjährige Erfahrung als Account Director, Marketingleiter, Autor und Dozent. In Luzern, Rotterdam und Helsinki studierte er Betriebswirtschaft mit den Schwerpunkten Marketing, Business Development und Service Design.

Tourism Impacts, Planning and Management is a unique text, which links the three crucial areas of tourism: impacts, planning and management. Tourism impacts are multifaceted and are therefore difficult to plan for and manage. This title looks at all the key players involved – be they tourists, host communities or industry members – and considers a number of approaches and techniques for managing tourism impacts successfully. Now in its Fourth Edition, this bestselling text has been fully revised to include: new material on overtourism, dark tourism, child sex tourism in South East Asia, festival tourism, regional development and Artificial Intelligence updated tourism data and statistics new case studies on the economic impacts of tourism in France, the 20 places most reliant on tourism in 2018, Fálite Ireland’s survey of good environmental practice in the industry, corporate social responsibility, as well as the above topical issues in tourism an updated Companion Website that includes PowerPoints, video and web links and a case study archive. The text is written in an accessible style and includes a plethora of features that engage and aid understanding. This accessible yet academically rigorous introduction to tourism impacts, planning and management is essential reading for all tourism students.

The Impact of Dubai’s Architectural Wonders on the Daily Indigenous Performance in Light of Cultural Modernity

Marketing Communications in Tourism and Hospitality

Do You Matter?

Skyscrapers

The Global Public Relations Handbook, Revised and Expanded Edition

Planning Middle Eastern Cities

Contemporary Cases in Tourism

Yasser Elsheshawy explores Dubai’s history from its beginnings as a small fishing village to its place on the world stage today, using historical narratives, travel descriptions, novels and fictional accounts by local writers to bring colour to his history of the city’s urban development. With the help of case studies and surveys this book explores the economic and political forces driving Dubai’s urban growth, its changing urbanity and its place within the global city network. Uniquely, it looks beyond the glamour of Dubai’s mega-projects, and provides an in-depth exploration of a select set of spaces which reveal the city’s ‘inner life’.

An up-to-the-minute collection of techniques for jumpstarting innovation in any market, product, service, or process Hot new ideas for supercharging business innovation in any market, right now: 4 extraordinary books from world-renowned pioneers in all facets of innovation! This 4-book package brings together today’s fastest, most powerful, most realistic solutions for jumpstarting innovation -- whatever you sell, whatever industry you’re in! You’ll discover how to change the playing field, leverage your customers’ insights and expertise, uncover huge unmet needs, craft great customer experiences, and make innovation repeatable throughout your organization. In Predictable Magic, veteran industrial designer Ravi Sawhney and business strategist Deepa Prahalad introduce a breakthrough approach for systematically creating deep emotional connections between consumers and brands... seamlessly integrating corporate strategy with design... transcending the utilitarian (or even the “beautiful”) to build products that powerfully connect, touch, and move people... again and again! Next, in Do You Matter?, legendary industrial designer Robert Brunner (who laid the groundwork for Apple’s brilliant design language) and Stewart Emery help you use design to consistently create products, services, and experiences that matter to customers’ lives -- and thereby drive powerful, sustainable improvements in business performance. Through case studies from leaders like Nike, Apple, BMW and IKEA, they introduce design-driven techniques for managing your entire experience chain... defining effective design strategies and languages... managing design... using (and not abusing) research... extending design values into marketing and manufacturing... encouraging design innovations that open entirely new markets! Then, in Disrupt: Think the Unthinkable to Spark Transformation in Your Business, frog design’s Luke Williams shows how to start generating (and executing on) a steady stream of disruptive strategies and unexpected solutions. Williams combines the fluid creativity of “disruptive thinking” with the analytical rigor that’s indispensable to business success. The result: a simple yet complete five-stage process for imagining a powerful market disruption, and transforming it into a reality that catches your entire industry by surprise. Finally, in the highly-anticipated Second Edition of Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation, Jonathan Cagan and Craig Vogel offer an indispensable roadmap for uncovering new opportunities, identifying what customers really value today, and building products and services that transform markets. This edition contains brand-new chapters on service design and global innovation, new insights and best practices, and new case studies ranging from Navistar’s latest long-haul truck to P&G’s reinvention of Herbal Essence. You know how crucial innovation has become... this 4 book package will help you infuse it throughout your entire organization! From world-renowned business innovation experts Deepa Prahalad, Ravi Sawhney, Robert Brunner, Stewart Emery, Russ Hall, Luke Williams, Jonathan Cagan, and Craig M. Vogel

This unique, absorbing biography of Jerusalem brings to light its overlooked histories and diverse contemporary voices. In Jerusalem, what you see and what is true are two different things. The Old City has never had “four quarters” as its maps proclaim. And beyond the crush and frenzy of its major religious sites, many of its quarters are little known to visitors, its people ignored and their stories untold. Nine Quarters of Jerusalem lets the communities of the Old City speak for themselves. Ranging from ancient past to political present, it evokes the city’s depth and cultural diversity. Matthew Teller’s highly original “biography” features the Old City’s Palestinian and Jewish communities, but also spotlights its Indian and African populations, its Greek and Armenian and Syriac cultures, its downtrodden Dom Gypsy families, and its Sufi mystics. It discusses the sources of Jerusalem’s holiness and the ideas—often startlingly secular—that have shaped lives within its walls. It is an evocation of place through story, led by the voices of Jerusalemites.

'Tourism Development and the Environment: Beyond Sustainability?' challenges the sustainable tourism development paradigm that has come to dominate both theoretical and practical approaches to tourism development over the last two decades. It extends the sustainable tourism debate beyond the arguably managerialist 'blueprint' and destination-focused approach that continues to characterise even the most recent 'sustainability' agenda within tourism development. Reviewing the evolution of the sustainable tourism development concept, its contemporary manifestations in academic literature and policy developments and processes, the author compares its limitations to prevailing political-economic, socio-cultural and environmental contexts. He then proposes alternative approaches to tourism development which, nevertheless, retain environmental sustainability as a prerequisite of tourism development. This book also acts as an introduction to the Earthscan series Tourism, Environment and Development. About the series: 'Tourism, Environment and Development' aims to explore, within a variety of contexts, the developmental role of tourism as it relates explicitly to its environmental consequences. Each book will review critically and challenge 'traditional' perspectives on (sustainable) tourism development, exploring new approaches that reflect contemporary economic, socio-cultural and political contexts.

Conferences and Conventions

Events Management

Constructing Identity in Contemporary Architecture

Managing Organizations in the United Arab Emirates

A Comparative Case Study Between Burj Khalifa and Burj Al-Arab

Case Studies in Hospitality

Nine Quarters of Jerusalem

Readers examine the use of services marketing as a competitive tool from a uniquely broad perspective with Hoffman/Bateson’s SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES, 5E. Using a reader-friendly, streamlined structure, this book explores services marketing not only as an essential focus for service firms, but also as a competitive advantage for companies that market tangible products. A wealth of real examples feature a variety of businesses from industries both within and beyond the nine service economy supersectors: education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and other services. Cutting-edge data addresses current issues, such as sustainability, technology, and the global market, giving readers valuable insights and important skills for success in business today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

AS/A2 Geography Contemporary Case Studies: SuperpowersPhilip Allan

Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism.

The book offers a critical evaluation of Qatar’s path from oil- and gas-based industries to a knowledge-based economy. This book gives basic information about the region and the country, including the geographic and demographic data, the culture, the politics and the economy, the health care conditions and the education system. It introduces the concepts of knowledge society and knowledge-based development and adds factual details about Qatar by interpreting indicators of the development status. Subsequently, the research methods that underlie the study are described, which offers information on the eGovernment study analyzing the government-citizen relationship, higher education institutions and systems, its students and the students’ way into the labor market. This book has an audience with economists, sociologists, political scientists, geographers, information scientists and other researchers on the knowledge society, but also all researchers and practitioners interested in the Arab Oil States and their future.

Qatar as a Case Study

Tourism Impacts, Planning and Management

Reframing the Urban Challenge in Africa

International Approaches to Real Estate Development

How Great Design Will Make People Love Your Company

Harnessing Tourism for Growth and Improved Livelihoods

Worldwide Destinations Casebook

With over 70 global case studies and vignettes, this textbook covers all the key marketing principles applied to tourism and hospitality, showing how these concepts work in practice and demonstrating the diverse range of tourism and hospitality products on offer. Chapters are packed with pedagogical features that will help readers consolidate their learning, including: - Chapter objectives - Key terms - Discussion questions and exercises - Links to useful websites - Profiles of successful individuals and organizations Tourism and Hospitality Marketing is accompanied by a website that offers lecturers answers to the discussion questions and exercises in the book, case study questions, a test bank, PowerPoint slides and a list of additional teaching resources.

This book examines the formation trajectory and development path of China’s newly formed urban areas, which was the result of an unprecedented massive urbanization process. The analysis is based on the case of Dezhou, Shandong Province. This book systematically introduces strategic studies, planning and design, development and construction, investments, policies and future development of new urban areas. The book broadly summarizes strategies used for new urban area development and the concrete methods implemented in place. In-depth analysis into the selected case areas also reveal some critical issues emerged from the Chinese practice in urbanization. In general, this book provides a useful reference for government leaders, urbanization researchers, city planners, city economic policy makers and researchers interested in related areas.

This volume reviews the public health concerns and challenges specific to the complex Arab world from a multidisciplinary perspective.

This handbook represents the state of the public relations profession throughout the world, with contributions from the Americas, Europe, Asia, and Africa. A resource for scholars and advanced students in public relations & international business.

Case Studies from the South

Dubai: Behind an Urban Spectacle

Hospitality Business Development

Business Innovation Insights (Collection)

Structure and Design

Hospitality Marketing

Worldwide Destinations and Companion Book of Cases Set

“Definitely, a game changer! Design experience is the power shift to our era what mass marketing was to the last century.” John Sculley former CEO, Pepsi and Apple “Great design is about creating a deep relationship with your customers. If you don’t, you’re roadkill. This book shows you how and much, much more. Be prepared to have your mind blown.” Bill Burnett Executive Director, Design Program, Stanford University “Design is the last great differentiator, and yet so few really understand it. Do You Matter? offers a marvelous series of direct, in-your-face observations and drives home the means to an absolutely integrated design strategy.” Ray Riley Design GM, Entertainment and Devices, Microsoft “This book will challenge you to ask and answer what arguably are the most important questions an executive can ponder today. So open up.” Noah Kerner CEO, Noise and coauthor, Chasing Cool More and more companies are coming to understand the competitive advantage offered by outstanding design. With this, you can create products, services, and experiences that truly matter to your customers’ lives and thereby drive powerful, sustainable improvements in business performance. But delivering great designs is not easy. Many companies accomplish it once, or twice; few do it consistently. The secret: building a truly design-driven business, in which design is central to everything you do. Do You Matter? shows how to do precisely that. Legendary industrial designer Robert Brunner (who laid the groundwork for Apple’s brilliant design language) and Stewart Emery (Success Built to Last) begin by making an incontrovertible case for the power of design in making emotional connections, deepening relationships, and strengthening brands. You’ll learn what it really means to be "design-driven" and how that translates into action at Nike, Apple, BMW and IKEA. You’ll learn design-driven techniques for managing your entire experience chain; define effective design strategies and languages; and learn how to manage design from the top, encouraging "risky" design innovations that lead to entirely new markets. The authors show how (and how not) to use research; how to extend design values into marketing, manufacturing, and beyond; and how to keep building on your progress, truly "baking" design into all your processes and culture.

This book presents how tourism initiates economic development and how constraints to the growth of tourism in Sub-Saharan Africa can be addressed. With 24 case studies that illustrate tourism development, it reveals that despite destination challenges, the basic elements needed to initialize or intensify success are applicable across the region.

Hotel Design, Planning and Development presents the most significant hotels developed internationally in the last ten years so that you can be well-informed of recent trends. The book outlines essential planning and design considerations based on the latest data, supported by technical information and illustrations, including original plans, so you can really study what works. The authors provide analysis and theory to support each of the major trends they present, highlighting how the designer’s work fits into the industry’s development as a whole. Extensive case studies demonstrate how a successful new concept is developed.

Hotel Design, Planning and Development gives you a thorough overview of this important and fast-growing sector of the hospitality industry.

3 extraordinary books help you drive maximum value from business innovation, design, and creativity! Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business introduces a breakthrough process for crafting rewarding, empowering customer experiences that create deep emotional connections with your products, services, and brands. Do You Matter?: How Great Design Will Make People Love Your Company shows how to build a truly design-driven company: one that can consistently create designs that drive sustainable business performance improvements. Finally, in Disrupt: Think the Unthinkable to Spark Transformation in Your Business, frog design’s Luke Williams integrates powerful creativity techniques with business discipline in a five-step program for identifying disruptive opportunities – and successfully executing on them! From world-renowned leaders in business innovation and design,

including Ravi Sawhney, Deepa Prahalad, Robert Brunner, Stewart Emery, and Luke Williams
A Practical Guide to Requirements for Engineering, Product, Construction, IT and Enterprise Projects
Beyond Sustainability?
A New Biography of the Old City
Marketing
The Global Public Relations Handbook
Hotel Design, Planning and Development
A Destination Perspective

In order to decrease the reliance on oil and create more economic opportunities, the UAE has witnessed a development boom over the last few decades in an effort to promote tourism. Dubai specifically has purposefully undergone dramatic architectural evolutions with the aim of transforming the city into a tourist hub and a global attraction. Over the last few years, iconic buildings including Burj Al Arab and Burj Khalifa have been built at different times to become prominent landmarks that promote the city's global image and combine traditional/local elements in such a way as to form completely new unrecognizable forms i.e. a new genre of design. Those architectural spectacles attract not only visitors from outside but also Emirati citizens/residents as well. However, one is bound to ask: How does the indigenous Emirati population 'receive' and 'perceive' these major architectural developments and what kind of identity implications do they pose on the Emirati on a daily basis? This research is a qualitative ethnographic comparative case study that explores the Emirati voices and feedback on Burj Al Arab. Based on the findings of Bleibleh's and Al-Saber's (2014) previous research on Burj Khalifa titled Cultural Modernity in Urban Space: Indigenous Performance of the Everyday in Dubai's Architectural Wonders, this research borrows the methodology, theoretical framework and explores the same research question in an attempt to compare the perception of the indigenous Emiratis of the two sites of Burj Al Arab and Burj Khalifa in the light of cultural modernity. Relying on the Driving Forces of Everyday Life as a base for comparison, the study explores the similarities, differences and patterns between the two sites. The study also examines whether the research outcome could be extended and generalized to other iconic buildings in Dubai or elsewhere.

Worldwide Destinations Casebook features 38 comprehensive case studies of international tourism destinations, 10 of them brand new and 28 updated. A companion to the core textbook Worldwide Destinations 5th edition, these cases contextualise the learning and provide real life illustrations of the theories covered. This new edition covers subjects such as climate change, eco-tourism, destination regeneration and social impact. Case studies are drawn from all regions of the world and include: London Docklands regeneration A tourism strategy for Morocco 'New World' tourism - Outbound tourism from China Antarctica: tourism or conservation? Re-visioning tired destinations: Australia's gold coast Tourism in New York The Way of St. James: the pilgrimage as a cultural resource Ecotourism in the Ecuadorian Amazon The casebook brings a range of benefits to the classroom and by encouraging active learning allows students to gain valuable experience in: Problem solving and decision making Focusing on key issues within a clearly defined situation The development or honing of critical thinking skills Recognising that there is no one 'correct' answer to a problem Judging the relevance of different types of evidence and techniques Worldwide Destinations Casebook is the ultimate resource for contextualizing theory and is essential reading for any tourism student.

Contemporary Case Studies feature up-to-date case studies on key topics in AS and A2 Geography. Written by highly experienced authors, examiners and teachers, each title opens with an introductory framework that identifies the relevant key concepts and then follows with a series of short cases that include succinct analysis of the issues raised. In the Using case studies boxes, specific questions are posed and examiner guidance is provided on how the material can be used to tackle them; exercises based on one or more of the case studies are also included. The concluding section provides more detailed advice on making the most of the case studies in the examination.

Core values of society, health and wellbeing impact today on all aspects of our lives, and have also increasingly influenced patterns of tourism consumption and production. In this context wellness has developed into a significant dimension of tourism in a number of new and long established destinations. However, although it is consistently referred to as one of the most rapidly growing forms of tourism worldwide there still remains a dearth of academic literature on this topic. This book uniquely focuses on the supply side of wellness tourism from a destination perspective in terms of the generation and delivery of products and services for tourists who seek to maintain and improve their health. This approach provides a better understanding of how wellness tourism destinations develop and explores the specific drivers of that growth in a destination context and how destinations successfully compete against each other in globalised market place. A range of wellness destination development and management issues are examined including the importance of authenticity, an appropriate policy framework, delivery of high quality goods and services, participation of a broad range of stakeholders and the development of networks and clusters as well as collaborative strategies essential for a successful development and management of a wellness tourism destination. International case studies and examples from established and new wellness tourism destinations are integrated throughout. This timely volume written by leaders in this sector will be of interest to tourism and hospitality students and academics internationally.

Tourism Development and the Environment
 AS/A2 Geography Contemporary Case Studies: Superpowers
 Market Orientalism
 Geopolitics, Modernity and Tradition
 The UAE
 Principles and Practice
 Public Health in the Arab World

The dynamic and fast-expanding business events sector plays a vital role in the professional lives of hundreds of millions of people worldwide by providing settings in which they can meet for the purposes of negotiation, deliberation, motivation, the dissemination of knowledge, and the celebration of their greatest career-related achievements. This book provides a sound practical and theoretical context for the study of this subject by covering, in depth, all categories of business-related events including corporate meetings, association conferences, political events, incentive travel, exhibitions, corporate hospitality, awards ceremonies and SMERF (social, military, educational, religious and fraternal) gatherings. This new edition has been extensively revised and updated to reflect recent developments in business events, including: Five new chapters on business events destination marketing, knowledge, sustainability, ethics and technology New 'It's my job' voice boxes offering practical insights from people employed in the business events industry A wide range of new case studies illustrating business events throughout the world, including emerging business events destinations such as Russia and the Middle East Written in an accessible yet analytical manner, Business Events is essential reading for all students of events, tourism and hospitality management.

The rapidly changing context of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment has led to an increased emphasis on communications strategies. How can marketing communication strategies meet the changing and challenging demands of modern consumers, and maintain a company's competitive edge? Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry. Combining a critical theoretical overview with a practical guide to techniques and skills, it illustrates the role that communications play in the delivery and representation of hospitality and tourism services, whilst developing practical skills needed to understand, interpret and implement communications strategies within a management context. This systematic and cohesive text is essential reading for hospitality management students, and an invaluable resource for marketing practitioners in this growing area.

Incomplete or missed requirements, omissions, ambiguous product features, lack of user involvement, unrealistic customer expectations, and the proverbial scope creep can result in cost overruns, missed deadlines, poor product quality, and can very well ruin a project. Project Scope Management: A Practical Guide to Requirements for Engineering, Product, Construction, IT and Enterprise Projects describes how to elicit, document, and manage requirements to control project scope creep. It also explains how to manage project stakeholders to minimize the risk of an ever-growing list of user requirements. The book begins by discussing how to collect project requirements and define the project scope. Next, it considers the creation of work breakdown structures and examines the verification and control of the scope. Most of the book is dedicated to explaining how to collect requirements and how to define product and project scope inasmuch as they represent the bulk of the project scope management work undertaken on any project regardless of the industry or the nature of the work involved. The book maintains a focus on practical and sensible tools and techniques rather than academic theories. It examines five different projects and traces their development from a project scope management perspective—from project initiation to the end of the execution and control phases. The types of projects considered include CRM system implementation, mobile number portability, port upgrade, energy-efficient house design, and airport check-in kiosk software. After reading this book, you will learn how to create project charters, high-level scope, detailed requirements specifications, requirements management plans, traceability matrices, and a work breakdown structure for the projects covered.

As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. New Tourism Consumers Products and Industry: Present and Future Issues provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes. New Tourism Consumers Products and Industry: Present and Future Issues is part of a two part set with its companion text, Tourism Dynamics, Challenges and Tools: Present and Future Issues which takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business potential.

Dynamic Characteristics and Key Economic Developments
 Transitioning Towards a Knowledge Society
 Journal of the International Association for the Study of Traditional Environments
 Project Scope Management
 Theory, Research, and Practice
 Traditional Dwellings and Settlements Review
 Cultural Economy and the Arab Gulf States

Conferences and Conventions: a global industry is illustrated with case studies and examples from around the world, including Great Britain, Germany, Philippines, United States and Australia. It also provides reflective question at the end of each chapter so that readers can test their knowledge and reflect on the issues raised. The text looks at the following specific issues: * The origins of the conference industry * Business tourism and leisure tourism * The buyers and the suppliers * Marketing and branding * The design of conference facilities * Employment and people

An investigation of thirty skyscrapers from around the world--both recently built and under construction--that explains the structural principles behind their creation

Middle Eastern cities cannot be lumped together as a single group. Rather they make up the urban kaleidoscope of the title, as the diversity of the six cities included here shows. They range from cities rich in tradition (Cairo, Tunis, and Baghdad), to neglected cities (Algiers and Sana'a), to newly emerging 'oil-rich' Gulf cities (Dubai). The authors are all young Arab scholars and architects local to the cities they describe, providing an authentic voice with an understanding no outsider could achieve. These contributors move away from an exclusively 'Islamic' reading of Arab cities - which they regard as outdated and counterproductive. Instead, they explore issues of identity and globalization in the context of the struggles and solutions offered by each city from the late nineteenth century to the present day. Their focus is on how the built environment has changed over time and under different influences.

This book explores the changing dynamics and challenges behind the rapid expanse of Africa's urban population. Africa's urban age is underway. With the world's fastest growing urban population, the continent is rapidly transforming from one that is largely rural, to one that is largely urban. Often facing limited budgets, those tasked with managing African cities require empirical evidence on the nature of demands for infrastructure, escalating environmental hazards, and ever-expanding informal settlements. Drawing on the work of the African Urban Research Initiative, this book brings together contributions from local researchers investigating key themes and challenges within their own contexts. An important example of urban knowledge co-production, the book demonstrates the regional diversity that can be seen as the main feature of African urbanism, with even well-accepted concepts such as informality manifesting in markedly different ways from place to place. Providing an important nuanced perspective on the heterogeneity of African cities and the challenges they face, this book will be an important resource for researchers across development studies, African studies, and urban studies. The Open Access version of this book, available at <http://www.taylorfrancis.com/books/e/97811003008385>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license

In vier Schritten zum eigenen Marketingkonzept
Services Marketing: Concepts, Strategies, & Cases
A Global Perspective
Business Events
Tourism Business Frontiers
Tourism and Hospitality Marketing
The New Urban Area Development

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality, using a variety of tools including a wide range of internet learning activities. This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing Updated online resources including: power point slides, test bank of questions, web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels New discussion questions to consolidate student learning at the end of each chapter.

Now in its Fourth Edition, this key text has been fully revised and updated and includes two new chapters on Evaluation and Impact of Events and The Future of the Events Industry. Packed with case studies, both in-text and online, it takes the reader through the whole process of events management. Although the Arab states of the Persian Gulf are leaders in many of the measures of absolute wealth that have traditionally defined success in the global economy, they have had a much harder time becoming accepted in the equally fractured and hierarchal realm of the cultural economy, where practices, signs, and perceptions of propriety matter. Market Orientalism examines how emerging markets are imagined as cultural economic spaces—spaces that are assembled, ranked, desired, and sometimes punished in ways built on earlier forms of dealing with "backward" economies and peoples. Such imaginations not only impact investment and guide policy, but also create stories of economic value that separate "us" from "them." While market Orientalism functions anywhere that questions of "deserved" wealth come down to cultural/economic differences between places, Smith focuses on the Arab states of the Gulf. By combining field research with extensive analysis of news archives concerning the cultural economies of the Gulf states, Market Orientalism addresses important motivations for economic relations and provides a framework to analyze how prejudice, fashion, taste, and waste are vital to both narrow and widespread forms of economic activity.

Managing Organizations in the United Arab Emirates seeks to familiarize readers with the nature of doing business and managing organizations in the Middle East by bringing together case studies on United Arab Emirate (UAE) organizations, one of the most dynamic and rapidly growing economies in the world.

Knowledge Co-production from the South
Wellness Tourism
A Case Study in China
An Urban Kaleidoscope
Tourism in Africa

An international approach to the study and teaching of real estate is increasingly important in today's global market. With chapters covering numerous countries and every continent, International Approaches to Real Estate Development introduces real estate development theory and practice to students and professionals in the comparative international context. The book provides readers with a global compendium written by an international team of experts and includes key features such as: Chapters covering: the United States; United Kingdom; Netherlands; Hungary; United Arab Emirates; Bahrain and Qatar; Ghana; Chile; India; China; Hong Kong; and Australia An introduction providing theory and concepts for comparative analysis Discussion and debate surrounding international real estate development in its approach, characteristics, geography, implementation and outcomes A concluding chapter which brings together comparative analyses of the different real estate development case study findings Reflections on the global financial crisis and the new real estate development landscape Further reading and glossary The wide range of case studies and the mix of textbook theory with research mean this book is an essential purchase for undergraduate and postgraduate students of real estate, property development, urban studies, planning and urban economics.

William Guerache's work is the first scholarly study of the UAE's campaign to establish itself on the international stage and to explore the impact that its economic transformation has had on the country. Emirati society remains at core conservative and the preservation of Arab-Islamic identity remains important, yet the UAE has the highest proportion of foreigners of any country in the world. What does this mean for the identity of Emiratis living there and what are the implications for foreigners working there? The author also explores the environmental costs of the Dubai lifestyle, its 'Look East' policy and increasing volume of trade with eastern Asia, and the ways in which the UAE has sought to challenge the traditional hegemony of Saudi Arabia in the region. In a final chapter the author examines the impact of the economic depression that called the whole representation of Dubai into question.

Who are the actors feeling compelled to "construct" new identities? How are these new identities in architecture created in various parts of the world? And, which are the ingredients borrowed from various historical and ethnic traditions and other sources? These and other questions are discussed in five case studies from different parts of the world, written by renowned scholars from Brazil (Ruth Verde Zein), Mexico (Susanne Dussel), Egypt (Khaled Asfour), India (Rahul Mehrotra), and Singapore (William Lim).

Expanding on the theoretical framework for studying and practicing public relations around the world, The Global Public Relations Handbook, Revised and Expanded Edition extends the discussion in the first volume on the history, development, and current status of the public relations industry from a global perspective. This revised edition offers twenty new chapters in addition to the original contents. It includes fourteen additional country- or regionally-focused chapters exploring public

relations practice in Africa, Asia, Europe, and the Americas. Contributors use a theoretical framework to present information on the public relations industry in their countries and regions. They also focus on such factors as the status of public relations education in their respective countries and professionalism and ethics. Each country-specific chapter includes a case study typifying public relations practice in that country. Additional new chapters discuss political economy, activism, international public relations, and United Nations public affairs.