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Time Shift, Leisure and Tourism

Impacts of Time Allocation on Successful Products and Services

Compiled and edited by Prof. Dr. Klaus <Weiermair>, Prof. Dr. Harald <Pechlaner> and Prof. Dr. Thomas <Bieger>

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Target groups: management/ marketing in tourism businesses/ destinations, suppliers for the tourism industry, consultants, practitioners/ researchers/ lectures in tourism; Libraries

Time has a strong impact on the leisure and tourism industry. How people spend their time now and particularly in the future will have major implications for leisure and tourism markets. At this stage, there are increasingly new patterns of time allocation and hybrid forms of life time activities.

Many of the new patterns of time allocation are overlapping into the sphere of recreational activities. Also the traditional use of leisure time itself is changing into new actions. Among the major forces which account for these changes are long-term declines in economic and productivity growth in most industrialized countries, the lengthening of time spent in education and learning, heightened technological change and globalisation.

The new book edited by Klaus Weiermair, Harald Pechlaner and Thomas Bieger explains important current and future expected developments in leisure and tourism behaviour because of changes in time allocation. It shows for a deep understanding the main overall forces, which will have strong impacts

on new time patterns. Well-known experts in the field of leisure and tourism will discuss all important influences and the outcomes in the areas of

- education and leisure time
- working time and leisure
- leisure time and recovery, wellness and entertainment
- impacts on mobility and technology
- e-tourism.

With the various contributions readers will gain fundamental insights how changes in the allocation of time will remodel the leisure and tourism industry. They will learn how leisure and tourism markets will function in the future because of changing time patterns. Therefore this volume offers highly practical and also strategic results. To understand ongoing changes in leisure and tourism trends in order to develop and manage new successful leisure and tourism products, services and experiences.