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Innovation and Product Development in Tourism

Creating Sustainable Competitive Advantage

Compiled and edited by Dr. Bibiana <Walder>, Professor Dr. Klaus <Weiermair>, Professor Dr. Amparo Sancho <Pérez>

2006, VIII, 170 pages, softcover, USD 50,00/ GBP 28,00, ISBN 978 3 503 09079 2

Target Groups: Management/Marketing in tourism businesses/ destinations, suppliers for the tourism industry, consultants, practitioners/researchers in tourism

About this book: For the tourism and leisure industry innovation is one of the key factors of sustainable competitive advantage. Therefore it is astonishing that especially the tourism and leisure industry has for a long time underperformed in the field of innovation relative to other branches. Today it faces an innovation gap notably vis-à-vis ever increasing expectations of its customers. By closing this gap you could obtain strong competitive advantages for your tourism business or your

destination. But innovation in tourism is a difficult and complex task. It is a serious strategic task. This volume written by international experts in tourism closes the gap between the available knowledge on innovation and its transformation into innovative products and services in tourism. The user gains central insights for the driving forces of innovation. The book shows how the spatial distribution of tourism enterprises, the degree of rivalry or cooperation, the closeness to resources and the clients are affecting innovations.

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