Torism Communication N4 X Paper June 2014

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Knowledge Graphs International Monetary Fund
This Special Issue on 'Sustainability and Visitor Management in Tourist Historic Cities' explores new trends and methods that contribute to sustainable practices for tourism planning and management in historic cities. Thanks to the differentiated approaches adopted by the authors, the Special Issue reflects on the environmental, physical, cultural, and social effects that tourism activity provokes in tourist historic cities. Considering the present debate on tourism in historic cities, there is a special focus on resident perceptions and the social problems and conflicts associated with various tourist activities that have emerged in recent years. New methodologies and sources to measure tourism impacts are also addressed in this book, especially the use of big data technology, another relevant topic. Papers include one literature review and six case studies in the historic cities of Seville and Toledo (Spain), Venice and Matera (Italy), and Porto (Portugal) and Popayá n (Colombia). This Special Issue provides practical tools and policy recommendations to measure tourism impacts and promote sustainable management in tourist historic cities.

Graph Theory with Applications to Engineering and Computer Science SAGE
This book provides a comprehensive and accessible introduction to knowledge graphs, which have recently garnered notable attention from both industry and academia. Knowledge graphs are founded on the principle of applying a graph-based abstraction to data, and are now broadly deployed in scenarios that require integrating and extracting value from multiple, diverse sources of data at large scale. The book defines knowledge graphs and provides a high-level overview of how they are used. It presents and contrasts popular graph models that are commonly used to represent data as graphs, and the languages by which they can be queried before describing how the resulting data graph can be enhanced with notions of schema, identity, and context. The book discusses how ontologies and rules can be used to encode knowledge as well as how inductive techniques—based on statistics, graph analytics, machine learning, etc.—can be used to encode and extract knowledge. It covers techniques for the creation, enrichment, assessment, and refinement of knowledge graphs and surveys recent open and enterprise knowledge graphs and the industries or applications within which they have been most widely adopted. The book closes by discussing the current limitations and future directions along which knowledge graphs are likely to evolve. This book is aimed at students, researchers, and practitioners who wish to learn more about knowledge graphs and how they facilitate extracting value from diverse data at large scale. To make the book accessible for newcomers, running examples and graphical notation are used throughout. Formal definitions and extensive references are also provided for those who opt to delve more deeply into specific topics.

Tourism in China Morgan & Claypool Publishers
Modern science communication has emerged in the twentieth century as a field of study, a body of practice and a profession—and it is a practice with deep historical roots. We have seen the birth of interactive science centres, the first university actions in teaching and conducting research, and a sharp growth in employment of science communicators. This collection charts the emergence of modern science communication across the world. This is the first volume to map investment around the globe in science centres, university courses and research, publications and conferences as well as tell the national stories of science communication. How did it all begin? How has development varied from one country to another? What motivated governments, institutions and people to see science communication as an answer to questions of the social place of science? Communicating Science describes the pathways followed by 39 different countries. All continents and many cultures are represented. For some countries, this is the first time that their science communication story has been told.

MATH IN SOCIETY World Bank Publications
?This volume presents the most current theoretical advances in the fields of social marketing and public health communications. The volume is divided in two parts. Part 1 contains chapters pertaining to research and theory reflecting improvements and contributions to theories that help improving quality of life. It includes literature reviews, conceptual research and empirical studies on social marketing communications, models to understand individual's risky behaviors, and how to improve social interventions. The second part emphasizes applied research, consisting of best practices, applied experiments, and case studies on social marketing innovative practices with implications for quality of life.

Hoosiers and the American Story Springer Nature
'This volume of one of the most comprehensive in the field. Its three themes are critical for the study of culture and globalization with its condensation of space, time and memory. Exploring the intersection between these three processes, the essays are learned, deeply researched and insightful, and the comparative range is impressive. The volume is certain to become a standard reference text for scholars and the general reader alike' - Professor Stuart Hall, Emeritus Professor of Sociology, The Open University Heritage, memory and identity are closely connected keywords of our time, each endowed with considerable rhetorical power. Different human groups define certain objects and practices as 'heritage'; they envision heritage to reflect some form of collective memory, either lived or imagined; and they combine both to construct cultural identities. Today, the three terms raise conjoined issues of practice, policy and politics in an increasingly globalized world. Bringing together a truly global range of scholars, this volume explores heritage, memory and identity through a diverse set of subjects,

including heritage sites, practices of memorialization, museums, sites of contestation, and human rights.

A Field Manual for Applied Research PHI Learning Pvt. Ltd.
This book gathers the proceedings of the 7th International Conference, with the theme Culture and Tourism in a Smart, Globalized and Sustainable World, held on Hydra Island, Greece, on June 17-19, 2020, published with the support of the International Association of Cultural and Digital Tourism. Highlighting the contributions made by numerous writers to the advancement of tourism research, this book presents a critical academic discourse on sustainable practices in the smart tourism context, improving readers' understanding of, and stimulating future debates in, this critical area. In addition to the knowledge economy and the concept of smart destinations, the book addresses new modes of tourism management and development, as well as emerging technologies, including location-based services, the Internet of things, smart cities, mobile services, gamification, digital collections and the virtual visitor, social media, social networking, and augmented reality.

Intercultural Communication within the Tourism Industry Vintage
Build assessments you can really use | Unlock the how, when, what, and why Watch your system become greater than its parts by building local capacity through common language and deeper knowledge of assessment components. For years, educators have turned to the Hess Cognitive Rigor Matrices (CRM). Now for the first time, the modules are packaged into one resource to help you evaluate the quality and premise of your current assessment system. Designed as a professional development guide for long-term use by school leaders, five content-rich, topic-based modules: Offer field-tested, teacher-friendly strategies for local school test development Can be used for individual or professional development opportunities Allow for sequential or non-sequential use

Key Concepts in Urban Geography Duke University Press
This book offers an in-depth understanding of tourism development and destination planning in China's transitional economy. It represents an international collaboration between researchers both in and outside China and provides a unique platform for a broad international audience to better understand China and China tourism issues.

Ogilvy on Advertising SAGE Publications
This research monograph aims at developing an integrative framework of hotel revenue management. It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system, process, metrics, analysis, forecasting, segmentation and profiling, and ethical issues. Special attention is paid on the pricing and non-pricing revenue management tools used by hoteliers to maximise their revenues and gross operating profit. The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement. The book is suitable for undergraduate and graduate students in tourism, hospitality, hotel management, services studies programmes, and researchers interested in revenue/yield management. The book may also be used by hotel general managers, marketing managers, revenue managers and other practitioners looking for ways to improve their knowledge in the field.

Mobile Radio Communications and 5G Networks Mdpi AG
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The Development and Promotion of Tourism in South Africa Corwin Press
In Securing Paradise, Vernadette Vicuña Gonzalez shows how tourism and militarism have functioned together in Hawai`i and the Philippines, jointly empowering the United States to assert its geostrategic and economic interests in the Pacific. She does so by interpreting fiction, closely examining colonial and military construction projects, and delving into present-day tourist practices, spaces, and narratives. For instance, in both Hawai`i and the Philippines, U.S. military modes of mobility, control, and surveillance enable scenic tourist byways. Past and present U.S. military posts, such as the Clark and Subic Bases and the Pearl Harbor complex, have been reincarnated as destinations for tourists interested in World War II. The history of the U.S. military is foundational to tourist itineraries and imaginations in such sites. At the same time, U.S. military dominance is reinforced by the logics and practices of mobility and consumption underlying modern tourism. Working in tandem, militarism and tourism produce gendered structures of feeling and formations of knowledge. These become routinized into everyday life in Hawai`i and the Philippines, inculcating U.S. imperialism in the Pacific.

Growth and Change Elsevier
First published in 1997, the Compendium is an important reference tool for everyone who works in or visits the Antarctic Peninsula - setting forth updated site-descriptive information, census data, species presence/absence data, and regional maps compiled by the Antarctic Site Inventory project since 1994. The Inventory is operated by the US non-profit science and educational organization Oceanites, Inc., the only non-profit, publicly supported, science project working in Antarctica, and the only project monitoring and analysing environmental changes throughout the vastly warming Antarctic Peninsula ecosystem, where it's warming faster - or as fast - as any other location on Earth. The new, 3rd edition covers the 142 sites visited and censused by Antarctic Site Inventory researchers in 17 field seasons through February 2011.

Sustainability and Visitor Management in Tourist Historic Cities GRIN Verlag
"This extraordinary collage of sophisticated essays on key terms in urban geography both provides a conventional basis to and recasts innovatively a burgeoning field in the discipline." - Roger Keil, co-Editor, International Journal of Urban and Regional Research "The city is an obvious but confounding object of geographical analysis; urban structure and life are shaped by an astounding array of social, economic, and political dynamics. This volume embraces these complexities of city form in a wide-ranging, readable, well-informed, and highly interdisciplinary analysis of key topics in urban studies. With its fresh approach, this book provides an accessible entry point for the newcomer to urban geography, yet also delivers creative insights for those with greater familiarity." - Professor Steven K. Herbert, University of Washington Organized around 20 short essays, Key Concepts in Urban Geography provides a cutting-edge introduction to the central concepts that define contemporary research in urban geography. Involving detailed and expansive discussions, the book includes: An introductory chapter providing a succinct overview of the recent developments in the field. Over 20 key concept entries with comprehensive explanations, definitions and evolutions of the subject. A

glossary, figures, diagrams and suggested further reading. This is an ideal companion text for upper-level undergraduate and postgraduate students in urban geography and covers the expected staples of the subdiscipline from global cities and urban nature to transnational urbanism and virtuality.

The World Bank Participation Sourcebook Routledge

Providing a practical and step-by-step guide to collecting and and managing qualitative data, this book focuses on the three most often used forms of qualitative methods: participant observation, in-depth interviews, and focus groups. Designed to be very applied, this textbook includes many checklists and tips for how to use each technique while doing research. It also includes numerous real-life examples and cases so that the reader will benefit from seeing the broader picture. Collecting Qualitative Data: A Field Manual is intended both for beginning researchers and the more experienced research collector.

Proceedings of MRCN 2020 Indiana Historical Society

The book features original papers by active researchers presented at the International Conference on Mobile Radio Communications and 5G Networks. It includes recent advances and upcoming technologies in the field of cellular systems, 2G/2.5G/3G/4G/5G and beyond, LTE, WiMAX, WMAN, and other emerging broadband wireless networks, WLAN, WPAN, and various home/personal networking technologies, pervasive and wearable computing and networking, small cells and femtocell networks, wireless mesh networks, vehicular wireless networks, cognitive radio networks and their applications, wireless multimedia networks, green wireless networks, standardization of emerging wireless technologies, power management and energy conservation techniques.

Cultural Differences, Misunderstandings and how to reduce them Springer

It is now widely agreed that the climate is changing, global resources are diminishing and biodiversity is suffering. Developing countries – many of them considered by the World Tourism Organization to be 'Top Emerging Tourism Destinations' (UNWTO, 2009) – are already suffering the full frontal effect of environmental degradation. The challenge for developing countries is a triple-edged sword, how can economic prosperity be achieved without the perpetual depletion of nature's reserves, the destruction of rural habitat and the dislocation of traditional societies? Many emerging nations are looking increasingly to the tourism industry as the motor for economic development, with hospitality businesses at the forefront. This book uses twenty-five case studies to demonstrate how it is possible to create income and stimulate regional socio-economic development by using sustainable hospitality and tourism attractions. These case studies focus on issues such as the protection of indigenous cultures as a source of touristic curiosity; the preservation of the environment and the protection of endangered species – such as the plight of turtles in Sri Lanka or butterflies in Costa Rica to encourage tourism. Some cases cover government supported projects, for example, the green parks venture and regional tourism development in the Philippines, an archaeological park initiative in Honduras and the diversity of nature tourism in St. Vincent. Sustainable Hospitality and Tourism as Motors for Development is designed to give students, academics and practitioners a guide for best practices of sustainable hospitality operations in developing countries. Based on case studies, it provides a road map of how to achieve the goals of sustainability giving benchmark examples. The book not only taps into a contemporary business subject, but aims to provide readers with a better understanding of how sustainable theories can be put into practice in hospitality and tourism industries in developing countries.

Collecting Qualitative Data Springer Nature

This book highlights cutting-edge research on various aspects of human–computer interaction (HCI). It includes selected research papers presented at the Third International Conference on Computing, Communication and Signal Processing (ICCASP 2018), organized by Dr. Babasaheb Ambedkar Technological University in Lonere-Raigad, India on January 26–27, 2018. It covers pioneering topics in the field of computer, electrical, and electronics engineering, e.g. signal and image processing, RF and microwave engineering, and emerging technologies such as IoT, cloud computing, HCI, and green computing. As such, the book offers a valuable guide for all scientists, engineers and research students in the areas of engineering and technology.

Sustainable Hospitality and Tourism as Motors for Development Intercultural Communication within the Tourism IndustryCultural Differences, Misunderstandings and how to reduce them

The challenge of communication in planetary exploration has been unusual. The guidance and control of spacecraft depend on reliable communication. Scientific data returned to earth are irreplaceable, or replaceable only at the cost of another mission. In deep space, communications propagation is good, relative to terrestrial communications, and there is an opportunity to press toward the mathematical limit of microwave communication. Yet the limits must be approached warily, with reliability as well as channel capacity in mind. Further, the effects of small changes in the earth's atmosphere and the interplanetary plasma have small but important effects on propagation time and hence on the measurement of distance. Advances are almost incredible. Communication capability measured in 18 bits per second at a given range rose by a factor of 10 in the 19 years from Explorer I of 1958 to Voyager of 1977. This improvement was attained through ingenious design based on the sort of penetrating analysis set forth in this book by engineers who took part in a highly detailed and amazingly successful pro gram. Careful observation and analysis have told us much about limitations on the accurate measurement of distance. It is not easy to get busy people to tell others clearly and in detail how they have solved important problems. Joseph H. Yuen and the other contribu tors to this book are to be commended for the time and care they have devoted to explicating one vital aspect of a great adventure of mankind.

Tourism in Africa Zangador

A supplemental textbook for middle and high school students, Hoosiers and the American Story provides intimate views of individuals and places in Indiana set within themes from American history. During the frontier days when Americans battled with and exiled native peoples from the East, Indiana was on the leading edge of America's westward expansion. As waves of immigrants swept across the Appalachians and eastern waterways, Indiana became established as both a crossroads and as a vital part of Middle America. Indiana's stories illuminate the history of American agriculture, wars, industrialization, ethnic conflicts, technological improvements, political battles, transportation networks, economic shifts, social welfare initiatives, and more. In so doing, they elucidate large national issues so that students can relate personally to the ideas and events that comprise American history. At the same time, the stories shed light on what it means to be a Hoosier, today and in the past.

ANU Press

Tourism in Asia is growing faster than anywhere else in the world. Despite the significance of the tourism industry in this area it is under researched. This book addresses this imbalance by providing an edited collection of chapters which explore the domestic and intraregional tourism in Asia.