

Tourism Communication N5 Past Exam Paper

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Resources in Education SAGE

Globalization has fueled the growth of entrepreneurship. Starting a new venture involves risk taking as well as capital investment. This book delves into all the varied aspects of entrepreneurship. The impact of economic policies, finances, opportunity and capacity are some of the topics covered in this text. It will prove beneficial to students, scholars, professionals, aspiring entrepreneurs, etc.

Artificial Intelligence Abstracts Cornell University Press

In this autoethnographic work, authors Deanna L. Fassett and John T. Warren illustrate a synthesis of critical pedagogy and instructional communication, as both a field of study and a teaching philosophy. Critical Communication Pedagogy is a poetic work that charts paradigmatic tensions in instructional communication research, articulates commitments underpinning critical communication pedagogy, and invites readers into self-reflection on their experiences as researchers, students, and teachers.

Entrepreneurship and Business Management SAGE

Digital technologies are having a profound impact on sport business, opening up new opportunities to generate income and value. This book explores the phenomenon of digitization in sport management, with a particular focus on business models and how they are being transformed in this new digital era. The book explains how business models describe and underpin contemporary sport business, and how flexibility is the key to unlocking value in an era of rapid technological change. It presents case studies of the impact of digitization on sport organizations, in both amateur and professional contexts, including cutting-edge topics such as the business of football, sponsorship communication, athlete engagement, micropayments and wearable devices. The final chapter summarizes current knowledge on digital business models and looks ahead at possible future directions for sport business in the digital era. This is fascinating reading for any advanced student, researcher or practitioner working in sport management who wants to better understand the challenges and opportunities presented by digital

technology for the sport industry.

Development Fieldwork IDRC

The SAGE Course Companion in Travel and Tourism is an accessible introduction to the subject that will help readers extend their understanding of key concepts and enhance their thinking skills in line with course requirements. It provides support on how to revise for exams, how to present calculations and how to prepare for and write assessed pieces. Readers are encouraged not only to think like a Travel and Tourism professional but also to think about the subject critically. Designed to complement existing textbooks for the course, the companion provides: - Easy access to the key themes in Travel and Tourism and an overview of its business context - Helpful summaries of the approach taken by the main textbooks on the course - Guidance on the essential study skills required to pass the course - Sample exam questions and answers, with common pitfalls to avoid - A tutor's-eye view of what course examiners are looking for - A road map for the book to help readers quickly find the information they need The SAGE Course Companion in Travel and Tourism is much more than a revision guide for undergraduates; it is an essential tool that will help readers take their course understanding to new levels and achieve success in their undergraduate course.

Alternative Press Index Walter de Gruyter GmbH & Co KG

Electronic Inspection Copy available for instructors here With the growth of work based learning and practitioner research this book leads the way by addressing key issues faced by 'insider-researchers' - learners, practitioners and managers doing research projects in the organizations and communities in which they themselves work, or where they are already familiar with the setting. The authors explore the implications of these research contexts, and discuss approaches and methodologies that work based researchers might adopt, with a particular focus on ethics - one of the key concerns for those undertaking a research project of this type. This book is an authoritative and readable guide to the theory and practice of work based research. It is for anyone undertaking a research project based on work practice, including learners on postgraduate, undergraduate and doctoral programmes. Practitioners, managers and participants in work based courses or modules in education, healthcare and business management, will find it particularly useful.

Language Arts SAGE

In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media.

Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

The Media and Globalization SAGE

'Filling an enormous gap in the geographic literature, here is a terrific book that shows us how to think about and practice human geographic research' - Professor Jennifer Wolch, University of Southern California 'Practising Human Geography lucidly, comprehensively, and sometimes passionately shows why methodology matters, and why it is often so hard. To choose a method is to choose the kind of geographical values one wants to uphold. You need to get it right. These authors do' - Trevor Barnes, University of British Columbia 'Practising Human Geography is a godsend for students. Written in an accessible and engaging style, the book demystifies the study of geographical methodology, offering a wealth of practical advice from the authors' own research experience. This is not a manual of approved geographical techniques. It is a reflexive, critical and highly personal account, combining historical depth with up-to-the-minute examples of research in practice. Practising Human Geography is a comprehensive and theoretically informed introduction to the practices of fieldwork, data collection, interpretation and writing, enabling students to make sense of their own data and to develop a critical perspective on the existing literature. The book makes complicated ideas approachable through the effective use of case studies and a firm grasp of contemporary debates' - Peter Jackson, Professor of Human Geography, University of Sheffield 'Practising Human Geography is a critical introduction to key issues in the practice of human geography, informed by the question 'how do geographers do research?' In examining those methods and practices that are essential to doing geography, the text presents a theoretically-informed discussion of the construction and interpretation of geographical data - including: the use of core research methodologies; using official and non-official sources; and the interpretative role of the researcher. Framed by an overview of how ideas of practising human geography have changed, the twelve chapters offer a comprehensive and integrated overview of research methodologies. The text is illustrated throughout with text boxes, case studies, and definitions of key terms. Practising Human Geography will introduce geographers - from undergraduate to faculty - to the core issues that inform research design and practice.

Current Index to Journals in Education SAGE

In this age of information overload, people use a variety of strategies to make choices about what to buy, how to spend their leisure time, and even whom to date. Recommender systems automate some of these strategies with the goal of providing affordable, personal, and high-quality recommendations. This book offers an overview of approaches to developing state-of-the-art recommender systems. The authors present current algorithmic approaches for generating personalized buying proposals, such as collaborative and content-based filtering, as well as more interactive and knowledge-based approaches. They also discuss how to measure the effectiveness of recommender systems and illustrate the methods with practical case studies. The final chapters cover emerging topics such as recommender systems in the social web and consumer buying behavior theory. Suitable for computer science researchers and students interested in getting an overview of the field, this book will also be useful for professionals looking for the right technology to build real-world recommender systems.

Doing Work Based Research SAGE

This book presents high-quality peer-reviewed papers from the International Conference on Advanced Communication and Computational Technology (ICACCT) 2019 held at the National Institute of Technology, Kurukshetra, India. The contents are broadly divided into four parts: (i) Advanced Computing, (ii) Communication and Networking, (iii) VLSI and Embedded Systems, and (iv) Optimization Techniques. The major focus is on emerging computing technologies and their applications in the domain of communication and networking. The book will prove useful for engineers and researchers working on physical, data link and transport layers of communication protocols. Also, this will be useful for industry professionals interested in manufacturing of communication devices, modems, routers etc. with enhanced computational and data handling capacities.

Resilience By Design Routledge

Studies of intercultural communication in applied linguistics initially focused on miscommunication, mainly

between native and non-native speakers of English. The advent of the twenty-first century has witnessed, however, a revolution in the contexts and contents of intercultural communication; technological advances such as chat rooms, emails, personal weblogs, Facebook, Twitter, mobile text messaging on the one hand, and the accelerated pace of people's international mobility on the other have given a new meaning to the term 'intercultural communication'. Given the remarkable growth in the prevalence of intercultural communication among people from many cultural backgrounds, and across many contexts and channels, conceptual divides such as 'native/non-native' are now almost irrelevant. This has caused the power attached to English and native speaker-like English to lose much of its automatic domination. Such developments have provided new opportunities, as well as challenges, for the study of intercultural communication and its increasingly complex nature. This book showcases recent studies in the field in a multitude of contexts to enable a collective effort towards advancements in the area.

Informal Governance in the European Union Verlag Barbara Budrich

"This textbook will be used to support undergraduate dissertation supervision. The book clearly sets out the research philosophies, principles and practices relevant to conduct of fieldwork. A useful and informative text to aid the research design and process." - Nazia Ali, Bedfordshire University "A key text for students studying research methods or undertaking a research project in the hospitality and tourism industries." - Lisa Wyld, Westminster Kingsway College "An excellent overview of primary research itself and its application in Hospitality and Tourism." - Jane Warren, SHRM College Hospitality and tourism is the fourth biggest industry in the world. What are the key research issues in the field? What methods are particularly useful to answer questions of management, policy, strategy and general understanding? This is the first comprehensive guide to research methods and issues for students engaged in hospitality and tourism studies. Jargon-free, incisive and relevant, the book offers an uncluttered guide to key concepts and essential research techniques. It is grounded in a real world approach that concentrates upon the issues that students will encounter in their studies and work experience. It fills an enormous gap in the field providing students with the first dedicated introduction to research methods for hospitality and tourism students.

Resources in Education SAGE Publications Ltd

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.

Doing Development Research IUCN

A union list of serials commencing publication after Dec. 31, 1949.

Advances in Communication and Computational Technology Mdpi AG

Hartley sheds new light on neglected pioneers, and also examines a host of themes in the subject, including literary criticism, mass society, political economy, art history, teaching and feminism, anthropology and

sociology.

A Short History of Cultural Studies IGI Global

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.

Index to Philippine Periodicals Morgan & Claypool Publishers

"This book provides relevant theoretical frameworks and the latest empirical research findings relating to consumer confidence, marketing strategies, and the influence of trust during a time of economic crisis"--Provided by publisher.

Knowledge Graphs SAGE

Discover how to transform stress and other unwanted states into resilience, clarity, and improved wellbeing with this insightful new book Resilience By Design: How to Survive and Thrive in a Complex and Turbulent World delivers the world's most detailed and research-backed how-to manual to integrate advances from neuroscience and complexity theory with real world expertise, providing practical techniques that you'll want to use every day. Alongside well explained scientific theory, each chapter contains dramatic, real-life stories of people from frontline services, elite sports, and everyday survivors who learned to thrive in high pressure, demanding, and often deadly situations. You'll discover how resilience isn't just the ability to tough it out; it's dependent upon an interconnected set of skills, techniques, creative processes, and new understandings of how we think, act, and interact with our environments and each other. If you or someone you care about experiences unwanted stress, anxiety, decision fatigue, overwhelm, or burnout, by applying the step-by-step techniques in this book, you'll learn to develop resilience, clarity, improved energy, wellbeing, and overall performance. You'll also learn: There's no such thing as an inherently stressful situation, workplace, or event. How to appreciate and benefit from the hidden information in your unconscious signals and intuitions How to adapt your decision making to meet the challenges of uncertainty, from the complicated and complex, to the outright chaotic When to define your limits and 'line in the sand' so that you never expose yourself to unmanageable risk or potential burnout What is it to, 'Know Thyself', through techniques that change perspective and bring clarity even in uncertain, turbulent times Techniques that can be easily taught to people you care about Lifelong resilience and being at your best is available to each of us, no matter what life throws at you. Resilience By Design was derived from the experiences of hundreds of people on the frontline of emergency services, defense, Olympic level sports, business, art, science, and many other areas of expertise—from firefighters and paramedics to social workers and athletes. This book is written for students and teachers, parents and children, caregivers and patients, athletes and coaches, managers and employees, entrepreneurs, and fortune 500 CEOs, and anyone who wishes to know how to survive and thrive in an ever more complex and turbulent world.

[Open Borders, Open Society? Immigration and Social Integration in Japan](#) Taylor & Francis

Travel and TourismSAGE

Style Matters Travel and Tourism

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 Popayán (Colombia). This Special Issue provides practical tools and policy recommendations to measure tourism impacts and promote sustainable management in tourist historic cities.

Travel and Tourism Springer Nature

Style Matters gives the reader a simple tool for understanding five common styles of dealing with conflict: Directing, Avoiding, Harmonizing, Problem-Solving, and Compromising. Readers take a short test and get a score in each style that helps them assess how much they use that style. Additional sections give hot tips on each style, including its strengths and weaknesses, and how to work with others who are using that style. Style Matters has special instructions for people from differing cultures, making it uniquely useful in a variety of cultural settings. Trainers who have used it report a strong preference for it over widely used alternatives.

Volume discounts as low as \$3.95 including shipping in the US available in orders of 50 or more.