

Convention Tourism: International Research and Industry Perspectives

By Kaye Sung Chon, Karin Weber

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Stay up to date on international trends in convention tourism! Convention Tourism: International Research and Industry Perspectives is a thorough analysis of the industry's key markets, combining insightful articles with detailed case studies. Equally valuable as a professional handbook, research reference guide, and textbook, this comprehensive book includes an account of the history of convention tourism and its economic contributions, marketing and human resources analyses, global and regional developments, and research issues and challenges. Convention Tourism addresses issues critical to the three key regions of the convention and meeting industry--North America, Europe, and Asia-Pacific. The book features a wide range of material from the top educators around the world, reflecting an international perspective befitting the industry's growing trend toward globalization. Convention Tourism also presents in-depth studies that focus on the United States, the Mediterranean, Australia, and Korea, and takes a look ahead at likely business, technological, and social trends that are likely to affect the convention industry in the coming years. Convention Tourism also examines:

- proposed economic impact assessment framework
- regional planning and development initiatives
- education and training programs from industry associations and universities
- research resources
- international meeting management

As more and more international sites compete with traditional markets for lucrative convention contracts, it is crucial that professionals, researchers, and academics have a global understanding of the industry's past, present, and future. Convention Tourism is an essential overview of the most important element of the business tourism industry.

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