



Handbook of Research on Innovation in Tourism Industries (Elgar Original reference)

Gry Agnete Alsos, Dorthe Eide, Einar Lier Madsen

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The tourism sector - already one of the fastest growing industries in the world - is currently undergoing extensive change thanks to strong market growth and a transition to more experience-based products. The capacity for firms to innovate and adapt to market developments is crucial to their success, but research-based knowledge on innovation strategies in tourism remains scarce. This pioneering *Handbook* offers timely, original research on innovation within the tourism industry from a number of interdisciplinary and global perspectives.

The expert contributors adapt theories and models drawn from the mainstream innovation literature and supplement them with analytical strategies specific to the tourism industry. Major themes include forms and sources of innovation in tourism, innovation processes at both firm and destination levels, and the ways in which innovation is defined and measured. Individual chapters cover specific issues such as gendering processes, user-based innovation, enhanced experience value, causation and effectuation strategies, and alternative business models.

Students, professors and researchers of innovation, entrepreneurship, and tourism studies will find this book an invaluable resource.

Contributors: B. Abelsen, G.A. Alsos, T. Baird, D.L. Brannon, M. Bratec, M. Bystrowska, T. Clausen, R. Cuthbertson, D. Eide, P.I. Furseth, S. Gyimóthy, C.M. Hall, A.-M. Hjalager, H. Hoarau, M.T. Jensen, D. Krizaj, T. Kvidal, A. Leenheer, G. Lien, E. Ljunggren, E.L. Madsen, N. Prebensen, C. Ren, M. Rønningen, J. Sundbo, F. Sørensen, K. Wigger, J. Wiklund

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Alice Billups:

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Sherry Holsey:

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