

## Contents

	Contributors	vii
	Preface	ix
PA	RT I: Tourism Environment, Economic Development, Forecasting and Trends	
01	The New Business Environment and Trends in Tourism	1
	Luiz Moutinho, Ronnie Ballantyne and Shirley Rate	
02	Futurecast Applied to Tourism	20
	Luiz Moutinho, Ronnie Ballantyne and Shirley Rate	
03	The Travel and Tourism Competitiveness Index as a	33
	Tool for Economic Development and Poverty Reduction	
	Larry Dwyer, Peter Forsyth and Wayne Dwyer	
04	Demand Modelling and Fuzzy Time Series Forecasting	53
	Stephen F. Witt, Luiz Moutinho, Kun-Huang Huarng and Tiffany Hui-Kuang Yu	
PA	RT II: Integrated Management in Tourism	
05	Consumer Behaviour in Tourism	83
	Luiz Moutinho, Ronnie Ballantyne and Shirley Rate	
06	Strategic Innovation in Tourism Business	127
	Anne-Mette Hialager	

07	The Transformation of Distribution Channels	141
	Enrique Bigné	
80	Human Empowerment, Management and Tourism	158
	Jithendran Kokkranikal, Jonathan Wilson and Paul Cronje	
09	Operations Management in Tourism	182
	Geoff Southern	
10	Financial Management in Tourism	207
	James Wilson and Luiz Moutinho	
11	Financial Impact of Tourism Marketing	219
	James Wilson and Luiz Moutinho	
PA	RT III: Strategic Vision and Management in Tourism	
12	Strategic Planning and Performance Management	236
	Luiz Moutinho, Shirley Rate and Ronnie Ballantyne	
13	eTourism Strategy	262
	Dimitrios Buhalis	
14	Process-based Management in Tourism	275
	Geoff Southern	
15	International Strategies in Tourism	286
	Eduardo Parra-López, Vanessa Yanes Estevez and Mercedes Melchior Navarro	
	Index	307