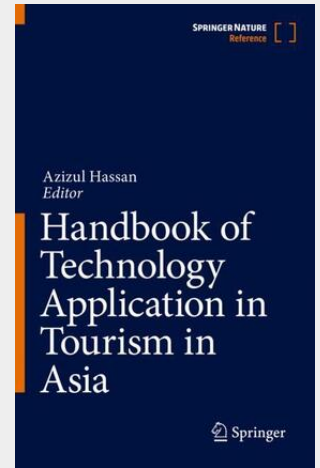


## Handbook of Technology Application in Tourism in Asia

---

It is an undisputed reality that the tourism industry in Asia is getting exposed to more innovative technologies than ever before. This proposed book provides the latest research in the application of innovative technology to the tourism industry, covering the perspectives, innovativeness, theories, issues, complexities, opportunities and challenges. This book, a blend of comprehensive and extensive effort by the contributors and editors, is designed to cover the application and practice of technology in tourism, including the relevant niches. This book focuses on the importance of technology in tourism. This also highlights, in a comprehensive manner, specific technologies that are impacting the tourism industry in Asia, as well as the constraints the industry is facing. The contents of this book deal with distinct topics, such as mobile computing, new product designs, innovative technology usages in tourism promotion, technology-driven sustainable tourism development, location-based apps, mobility, accessibility and so on. A good number of research studies have conducted outlining the contributions and importance of technologies in tourism, in general. However, the tourism industry of Asia so far has attracted very few researchers. Some contributions have been made but not sufficient. Considering the ongoing trend of technology application in the tourism industry in Asia, very few research attempts have been made aiming to explore diverse aspects. Tourism is expanding enormously across the world. which actually creates more demands for effective technologies. This book will be a reading companion, especially for tourism students in higher academic institutions. This book will also be read by the relevant policy planners and industry professionals. Apart from them, this book will be appreciated by expatriate researchers and researchers having keen interest in the Asian tourism industry.

**748,99 €**

699,99 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage***Artikelnummer:** 9789811622090**Medium:** Buch**ISBN:** 978-981-16-2209-0**Verlag:** Springer Nature Singapore**Erscheinungstermin:** 10.07.2022**Sprache(n):** Englisch**Auflage:** 1. Auflage 2022**Produktform:** Gebunden**Gewicht:** 2825 g**Seiten:** 1338**Format (B x H):** 160 x 241 mm