

## Hotel Revenue Management Un Approccio Consapevole

Teamwork presenta l'edizione italiana di "The Llama is Inn", la quarta pubblicazione di Larry Mogelonsky. Si tratta di una raccolta di articoli pubblicati negli ultimi anni dall'autore sui temi più svariati relativi al marketing management alberghiero: dal branding al guest service, dal web marketing al Food&Beverage, il tutto corredato da utili esempi pratici e racconti di esperienze dirette. Una fotografia dettagliata del panorama alberghiero odierno, con tanti consigli e suggerimenti utili per ogni argomento trattato. Più che un manuale operativo, una fonte d'ispirazione continua per gli albergatori che vogliono aggiornarsi e guardare il mondo dell'ospitalità da molte angolazioni.

Measuring and managing the performance of a business is one of the most genuine desires of management. Balanced scorecard, the performance prism and activity-based management are the most popular frameworks in this setting. Based on the findings of R.G. Eccles' acclaimed "Performance Measurement Manifesto (1991)" this book introduces new contexts and themes of application and presents emerging research areas related to business performance measurement and management, e.g. SMEs and sustainability. As a result of the 1st International Summer School Piero Lunghi on "Perspectives of Business Performance Management" this book is written both for students and academics, as well as for practitioners looking for new, yet proven ways to measure and manage business performance.

CARIA BODO Board Member of the Cultural Information and Research Centres liaison in Europe (CIRCLE) and Director of the Observatory for the Performing Arts at the Department of the Performing Arts of the Italian Prime Minister's Office, Roma The relation between the public and the private sector in the field of culture, the central theme of this publication, was thoroughly debated during the 1997 CIRCLE Round Table in Amsterdam. It was not the first time CIRCLE addressed this issue. In 1988 CIRCLE'S Bureau was invited to participate in a seminar in Budapest on The State, the Market and Culture. I will never forget the emotional impact of Sacha Rubinstein's demonization of state support and his apotheosis of the role of the market in the cultural field in Russia. So, in advance of actual events, we suddenly had a premonition of what was going to happen, of the turmoil which was about to radically change the socio-political scene of Central and Eastern Europe. Six years later, in 1994, we met again in Budapest for a Conference on The Distribution of Roles between Government and Arts Councils, Associations and Foundations. From the man the Wall Street Journal hailed as "the guru of Revenue Management" comes revolutionary ways to recover from the after effects of downsizing and refocus your business on growth. Whatever happened to growth? In Revenue Management, Robert G. Cross answers this question with his ground-breaking approach to revitalizing businesses: focusing on the revenue side of the ledger instead of the cost side. The antithesis of slash-and-burn methods that left companies with empty profits and dissatisfied stockholders, Revenue Management overturns conventional thinking on marketing strategies and offers the key to initiating and sustaining growth. Using case studies from a variety of industries, small businesses, and nonprofit organizations, Cross describes no-tech, low-tech, and high-tech methods that managers can use to increase revenue without increasing products or promotions;

predict consumer behavior; tap into new markets; and deliver products and services to customers effectively and efficiently. His proven tactics will help any business dramatically improve its bottom line by meeting the challenge of matching supply with demand.

For courses in Introduction to Revenue Management. The first of its kind, this book was written to address the emerging course in Hospitality focused on revenue management. Based on the authors' years of industry experience, this book includes a model for understanding the revenue management process and reveals four basic building blocks to revenue management success. With chapters dedicated to consumer behavior, economic principles, and strategic management, it outlines key processes and stages of revenue management planning. Four unique application chapters tailor concepts to specific segments of the industry and professional profiles help students learn about possibilities within the field.

The book reflects on the issues concerning, on the one hand, the difficulty in feeding an ever-increasing world population and, on the other hand, the need to build new productive systems able to protect the planet from overexploitation. The concept of "food diversity" is a synthesis of diversities: biodiversity of ecological sources of food supply; socio-territorial diversity; and cultural diversity of food traditions. In keeping with this transdisciplinary perspective, the book collects a large number of contributions that examine, firstly the relationships between agrobiodiversity, rural sustainable systems and food diversity; and secondly, the issues concerning typicality (food specialties/food identities), rural development and territorial communities. Lastly, it explores legal questions concerning the regulations aiming to protect both the food diversity and the right to food, in the light of the political, economic and social implications related to the problem of feeding the world population, while at the same time respecting local communities' rights, especially in the developing countries. The book collects the works of legal scholars, agroecologists, historians and sociologists from around the globe.

This book offers an overview of sustainability and urban mobility in the context of urban planning – topics that are of considerable interest in the development of smart cities. Environmental sustainability is universally recognized as a fundamental condition for any urban policy or urban management activity, while mobility is essential for the survival of complex urban systems. The new opportunities offered by innovations in the mobility of people, goods and information, as well as radically changing interactions and activities are transforming cities. Including contributions by urban planning scholars, the book provides an up-to-date picture of the latest studies and innovative policies and practices in Italy, of particular interest due to its spatial, functional and social peculiarities. Sustainability and mobility must form the basis of "smart planning" – a new dimension of urban planning linked to two main innovations: procedural innovation in the management of territorial transformations and the technological innovation of the generation, processing and distribution of data (big data) for the creation of new "digital environments" such as GIS, BIM, models of augmented and mixed reality, useful for describing changes in human settlement in real time.

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"The subject of economic valorisation has become a current topic and the idea that culture can be considered a factor of economic

production, able to generate wealth, appears to have been generally accepted. The book consists of a series of essays about the economic valorisation of the cultural, artistic and environmental heritage of the art city of Florence using a business economics approach and will appeal to scholars and researchers focusing on the cultural economics and managerial economics of art and to practitioners in the cultural sector and policy makers." -- Publisher's description.

India has been in transition for the last two decades, moving from a mixed economy toward a market economy model, and the Indian hospitality industry is metamorphosing into a mature industry. It is time that the story of the Indian hospitality industry is told. The Indian Hospitality Industry: Dynamics and Future Trends tells that story, one defined by the industry's push for growth in revenues and the struggle to match the revenue growth with profitability. The volume includes a selection of insightful chapters that offer research into the multiple dimensions of the Indian hospitality industry. The book covers many segments of the hospitality sector, including hotels, events and catering businesses, and restaurants and coffee shops, both domestic and small mom-and-pop businesses as well as international chains. The opening chapters set the tone for providing an overarching perspective on the status of the industry in terms of the macroeconomic variables and how they may have impacted the health of hospitality businesses in India. The book then goes on to explore a wide variety of issues. The editors and chapter authors are either practitioners themselves or researchers, looking at both domestic and international hospitality business in India and a wide variety of economic factors. The information divulged here will be important for stakeholders, which includes domestic and international hospitality professionals, business leaders, investors, and those in governmental positions, especially in the tourism ministry. The volume informs on the issues and challenges that the hospitality industry in India is up against. The book looks at the dilemma of an industry that responded to the demand growth promise by ramping up supply, only to find that the investments made were not received by an actual growth that was way shy of forecasts and left investors with unexpected losses on their profit & loss statements and bloodied balance sheets.

"The workshop considered potential contributions of the organization, functioning and governance of food value chains to the sustainability of food systems. The various sessions were focused on different aspects in order to integrate perspectives of various actors, the private sector and civil society along with contributions from FAO, research and academia."--Publisher's description.

This book features a selection of the best papers presented at two SIEV seminars held in Venice, Italy, in September 2017 and 2018, in the context of the Urbanpromo Green events. Bringing together experts from a diverse range of fields – economics, appraisal, architecture, energy, urban planning, sociology, and the decision sciences – and government representatives, the seminars encouraged reflections on the role of future cities in terms of sustainable development, with a particular focus on improving collective and individual well-being. The book provides a multidisciplinary approach to contemporary green urban agendas and urban sustainability, and addresses the demand for policies and strategies to strengthen resilience through concrete measures to reduce energy consumption, mitigate pollution, promote social inclusion and create urban identity.

Permutation testing for multivariate stochastic ordering and ANOVA designs is a fundamental issue in many scientific fields such as medicine, biology, pharmaceutical studies, engineering, economics, psychology, and social sciences. This book presents new advanced methods and related R codes to perform complex multivariate analyses. The prerequisites are a standard course in statistics and some background in multivariate analysis and R software.

The hospitality model called "Albergo Diffuso" (AD), or "scattered hotel," has been engineered by Mr Giancarlo Dall'Ara and described by The New York Times as a way of bringing life back to historic towns and rural hamlets by utilizing unused rooms for tourism. This "simple but genial" model devised in Italy in the mid-90's received an award from the UNDP for its sustainability, but despite the spread of AD's, no peer-reviewed books have previously been published in English focusing on this innovation. In this book, the author therefore begins by exploring the AD as a community-based hospitality model, examining both its pros and cons. He then considers conviviality, sense of security, and other factors that Hans Magnus Enzensberger referred to as luxuries of our time for urban dwellers. These represent the key pre-requisites a location must possess to be deemed suitable for this innovation. Next, investors and co-interested private, public and not-for-profit associations are provided with a structured framework to help them achieve a defensible competitive advantage by harnessing the economic potential of valuable, rare, inimitable and non-substitutable (VRIN) resources. The final section assesses the AD as a business model, evaluating various aspects at the heart of any business plan.

This is the first text that has been developed specifically to examine what revenue managers in the hospitality industry must know and do to be successful. Numerous cases and practical examples are used to illustrate revenue management concepts. Chapter ending questions and problems help them perform the calculations and practice the decision-making skills that are used in the field. RM in Action shows how the revenue management principles can be clearly illustrated using real-world examples reported in various news outlets. RM on the Web offers sites listed on the Internet to provide supplemental information about a topic or issue. Revenue managers will then gain hands-on skills to effectively manage their inventories and prices.

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Il mercato tradizionale e l'economia low cost stanno segnando il passo poiché entrambi hanno dei punti di debolezza: nell'economia tradizionale il prezzo troppo statico e in quella low cost l'errata considerazione della qualità che non permette di massimizzare le forchette tariffarie. La Revenue Economy non ha punti di debolezza: tariffazione dinamica con forchette tariffarie molto ampie e qualità sempre altissima si sposano con il corretto utilizzo delle piattaforme on line e dei portali al fine di massimizzare i profitti minimizzando gli sforzi. Nata e sviluppatasi negli alberghi, le sue applicazioni sono possibili a vari livelli in tutti i settori economici e commerciali e in questo libro il tutto viene ampiamente spiegato con esempi e casi di studio italiani e internazionali. Il perfetto manuale economico del nuovo millennio per chi ha voglia di osare e di cambiare.

This book discusses the impact of information and communication technologies (ICTs) on organizations and on society as a whole. Specifically, it examines how such technologies improve our life and work, making them more inclusive through smart enterprises. The book focuses on how actors understand Industry 4.0 as well as the potential of ICTs to support organizational and societal activities, and how they adopt and adapt these technologies to achieve their goals. Gathering papers from various areas of organizational strategy, such as new business models, competitive strategies and knowledge management, the book covers a number of topics, including how innovative technologies improve the life of the individuals, organizations, and societies; how social media can drive fundamental business changes, as their innovative nature allows for interactive communication between customers and businesses; and how developing countries can use these technologies in an innovative way. It also explores the

impact of organizations on society through sustainable development and social responsibility, and how ICTs use social media networks in the process of value co-creation, addressing these issues from both private and public sector perspectives and on national and international levels, mainly in the context of technology innovations.

The father of "open innovation" is back with his most significant book yet. Henry Chesbrough's acclaimed book *Open Innovation* described a new paradigm for management in the 21st century. *Open Services Innovation* offers a new approach that demonstrates how open innovation combined with a services approach to business is an effective and powerful way to grow and compete in our increasingly services-driven economy. Chesbrough shows how companies in any industry can make the critical shift from product- to service-centric thinking, from closed to open innovation where co-creating with customers enables sustainable business models that drive continuous value creation for customers. He maps out a strategic approach and proven framework that any individual, business unit, company, or industry can put to work for renewed growth and profits. The book includes guidance and compelling examples for small and large companies, services businesses, and emerging economies, as well as a path forward for the innovation industry. "Whether you are managing a product or a service, your business needs to become more open and more inclusive in order to be more innovative. *Open Services Innovation* will be an invaluable guide to intrepid managers who commit to making that journey." —GARY HAMEL, visiting professor, London Business School; director, Management Lab; and author, *The Future of Management* "I tore out page after page to share with my leaders. Chesbrough has pioneered an entire rethink of business innovation that's rich in concept, deeply explained, with tools ready to use in every industry." —SCOTT COOK, founder and chairman of the executive committee, Intuit "Focusing on core competence often tempts managers to keep continuing what succeeded in the past. A far more important question is what capabilities are critical in the future, and Chesbrough shows how to ask and answer these issues." —CLAYTON CHRISTENSEN, Robert & Jane Cizik Professor of Business Administration, Harvard Business School, and author, *The Innovator's Dilemma* "To thrive, businesses will need to master the lessons of open service innovation. Here is their one-stop guidebook with important lessons clearly and compellingly presented." —JAMES C. SPOHRER, director, IBM University Programs World-Wide "Open Innovation pioneer Henry Chesbrough breaks new ground with *Open Services Innovation*, a persuasive argument for the power of co-creation in the world of services." —TOM KELLEY, general manager, IDEO, and author, *The Ten Faces of Innovation, The Art of Innovation* "With his trademark style of beautifully explained examples, Henry Chesbrough shows how open service innovation and new business models can help you escape this product commodity trap and bring you to the next level of competition." —ALEX OSTERWALDER, author, *Business Model Generation* "Open Services Innovation shows how a business can redefine itself as a service organisation and tap into faster growth through shared innovation." —SIR TERRY LEAHY, chief executive, Tesco "Chesbrough shows how innovating openly with a services mindset can make you a market leader." —CHARLENE LI, author, *Open Leadership*, and founder, Altimeter Group

Hotel Revenue Management. Un approccio consapevole Un approccio consapevole FrancoAngeli  
Il cinema delle origini può essere un buon viatico per la nuova editoria nata con il lancio del Kindle nel 2007 e sviluppatasi

impetuosamente nei 10 anni successivi. Oggi la nuova editoria, per crescere ancora, si trova di fronte a due grandi sfide: conquistare un nuovo pubblico di lettori e innovare il contenuto. Amazon, che ha sconfitto Apple e ha creato questo nuovo straordinario fenomeno culturale, però non sta supportando questo sforzo, anzi si comporta da incumbent e ostacola il necessario sviluppo verso nuovi format e un nuovo pubblico. La sua tecnologia non si evolve e non fornisce ai creativi gli strumenti di cui hanno bisogno per costruire l'innovazione di contenuto, quel processo che il cinema delle origini seppe fare creando un nuovo linguaggio e un nuovo pubblico. Questa breve storia, che nel suo nucleo centrale si può leggere in meno di 90 minuti, ricostruisce la storia della nuova editoria e discute le opzioni attuali. Un'ampia sezione di extras, che tratta e approfondisce i temi centrali del saggio, può essere d'aiuto a coloro che vogliono fare una full immersion nelle problematiche che caratterizzano l'editoria di oggi le quali si esprimono nel mercato leader, gli Stati Uniti. Una lettura importante per chiunque voglia pubblicare, lavorare nell'editoria o semplicemente conoscere che cosa sta bollendo in pentola. E sta bollendo parecchio.

Questo libro vuole offrire a titolari, manager e responsabili marketing delle strutture ricettive - hotel, B&B, resort, agriturismi - gli strumenti più efficaci del web marketing turistico e del revenue management per emergere in un mercato sempre più competitivo. Digital marketing turistico è uno strumento ideale anche per le tante altre figure che oggi cercano di completare la propria preparazione nel settore: studenti universitari, titolari di web agency con clienti nel settore turistico-ricettivo, consulenti di web marketing e revenue management.

Questo libro è adatto per ognuno che già è o che desidera diventare un Hotel Manager o Direttore di successo. Chiunque opera in un hotel, anche se non ha avuto un corso di formazione manageriale nel mondo alberghiero, come ad esempio: Food & Beverage, Revenue Management, Room Division Manager, Floor Supervisor e così via, troverà in quest'opera non solo aggiornamenti su argomenti importanti che riguardano il suo lavoro, ma anche sofisticate strategie su come riempire, per 365 giorni l'anno, il proprio albergo di ospiti. Le tecniche descritte in questo libro rivelano al Direttore d'albergo come dirigere e gestire la sua azienda ottimamente, come divenire la figura di punta responsabile dell'organizzazione, della gestione e del coordinamento di tutta la struttura ricettiva per quanto riguarda le risorse economiche, i servizi e il personale. Al Direttore dell'Hotel viene insegnato, tra l'altro, come dirigere, sovrintendere e coordinare con ampi margini di autonomia operativa tutta l'attività dell'impresa alberghiera, definendo e implementando le strategie aziendali e i piani di sviluppo, le politiche finanziarie, quelle commerciali e tariffarie. Inoltre, come occuparsi dell'attività di comunicazione e marketing della struttura, organizzare, controllare e supervisionare il lavoro del personale assicurando l'erogazione del servizio, tutto ciò nel rispetto degli standard di un'alta qualità. Oltre a ciò, come gestire l'azienda alberghiera verificando costantemente il budget, la contabilità e i risultati economici raggiunti applicando criteri di efficacia, efficienza ed economicità. E tanti altri trucchi per avere un Hotel sempre Sold Out.

Spectacle 2.0 recasts Debord's theory of spectacle within the frame of 21st century digital capitalism. It offers a reassessment of Debord's original notion of Spectacle from the late 1960s, of its posterior revisitation in the 1990s, and it presents a reinterpretation of the concept within the scenario of contemporary informational capitalism and more specifically of digital and

media labour. It is argued that the Spectacle 2.0 form operates as the interactive network that links through one singular (but contradictory) language and various imaginaries, uniting diverse productive contexts such as logistics, finance, new media and urbanism. Spectacle 2.0 thus colonizes most spheres of social life by processes of commodification, exploitation and reification. Diverse contributors consider the topic within the book's two main sections: Part I conceptualizes and historicizes the Spectacle in the context of informational capitalism; contributions in Part II offer empirical cases that historicise the Spectacle in relation to the present (and recent past) showing how a Spectacle 2.0 approach can illuminate and deconstruct specific aspects of contemporary social reality. All contributions included in this book rework the category of the Spectacle to present a stimulating compendium of theoretical critical literature in the fields of media and labour studies. In the era of the gig-economy, highly mediated content and President Trump, Debord's concept is arguably more relevant than ever.

**Incorporates More Than 25 Years of Research and Experience** Railway Transportation Systems: Design, Construction and Operation presents a comprehensive overview of railway passenger and freight transport systems, from design through to construction and operation. It covers the range of railway passenger systems, from conventional and high speed inter-urban systems through to suburban, regional and urban ones. Moreover, it thoroughly covers freight railway systems transporting conventional loads, heavy loads and dangerous goods. For each system it provides a definition, a brief overview of its evolution and examples of good practice, the main design, construction and operational characteristics, the preconditions for its selection, and the steps required to check the feasibility of its implementation. Developed for Engineers, Designers, and Operators of Railway Systems The book also provides a general overview of issues related to safety, interface with the environment, cutting-edge technologies, and finally the techniques that govern the stability and guidance of railway vehicles on track. Contains information on the three main constituents of all railway systems: railway infrastructure, rolling stock, railway operations Provides a methodology for testing the applicability of the implementation of railway systems Offers an overview of issues related to the safety of railway systems in general Describes their interfaces with the environment, the cutting-edge technologies that are already in place as well as those that are under research, and the techniques that govern the stability and guidance of railway vehicles on track Railway Transportation Systems: Design, Construction and Operation suits students, and also those in the industry ? engineers, consultants, manufacturers, transport company executives ? who need some breadth of knowledge to guide them over the course of their careers.

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The first book to present a new conceptual framework which offers an initial explanation for the continuing and rapid success of such 'disruptive innovators' and their effects on the international hospitality industry. It discusses all the hot topics in this area, with a specific focus on Airbnb, in the international context.

This book deals with the role of international standards for corporate governance in the context of corporate social responsibility.

Based on the fundamentals of moral theory, the book examines governance and CSR in general, addressing questions such as: Is “good governance” not affected by moral concerns? How do the principles and practices of CSR standards adhere to or conflict with insights from business ethics and moral theory? To what extent do the standards and governance models provide normative guidance? Do the standards and governance guidelines provide an adequate means of benchmarking and auditing? Are these standards a help or a hindrance to stakeholder engagement and transparency? The book provides insightful and thought-provoking answers to these and many other important questions concerning CSR standards, and offers a valuable resource for practitioners, academics and students at business schools and other institutions.

La chiamano ricettività alternativa, ma in Italia offre 500.000 posti letto in più di quella tradizionale. Il settore extra alberghiero è in forte crescita, grazie all'affermarsi di fenomeni come l'home sharing e gli affitti brevi. Per lo stesso motivo è anche sotto la lente del Legislatore: quasi metà delle Regioni italiane ha regolamentato appartamenti, B&B, agriturismi e case vacanza negli ultimi tre anni. Oggi lavorare in questo ambito richiede sempre maggiori investimenti e competenze digitali per restare sul mercato.

Nell'evoluzione di questo settore rivestono un ruolo chiave le piattaforme digitali, punto d'incontro di domanda e offerta in cui convivono strutture alberghiere ed extra alberghiere. In questo nuovo scenario competitivo, sempre più 'convergente', Digital marketing extra alberghiero è una guida strategica che spiega come tutti possano ritagliarsi la propria nicchia di mercato.

The contemporary economic landscape features the prevalence of the service sector in economic systems, the pervasive servitisation of manufacturing, innovations in traditional business models and new value creation models, thanks to the new possibilities offered by the web, ICT and other enabling technologies. In this evolving context, this book provides qualified contributions on the topic of service science from a managerial perspective. A multidisciplinary perspective is adopted, dealing with both the structural–technological and dynamic–relational aspects of managing complexity. In addressing the contribution that service science can make to business value creation, this book covers relevant issues such as product servitisation, business modelling, value cocreation with customers, performance measures and the role of ICT. It also presents some innovative experiences of management models in service organisations operating in the environmental, energy and health-care sectors. This book aims to enhance the value of the results of research intertwined with the development of a new training curriculum started four years ago at the Scuola Superiore Sant'Anna of Pisa (Italy) with the evolution of the "Master in Management of Innovation" into the new "Master in Management, Innovation and Service Engineering" (MAINS).

“There is no strategic investment that has a higher return than investing in good pricing, and the text by Gallego and Topaloglu provides the best technical treatment of pricing strategy and tactics available.” Preston McAfee, the J. Stanley Johnson Professor, California Institute of Technology and Chief Economist and Corp VP, Microsoft. “The book by Gallego and Topaloglu provides a fresh, up-to-date and in depth treatment of revenue management and pricing. It fills an important gap as it covers not only traditional revenue management topics also new and important topics such as revenue management under customer choice as well as pricing under competition and online learning. The book can be used for different audiences that range from advanced undergraduate students to masters and PhD students. It provides an in-

depth treatment covering recent state of the art topics in an interesting and innovative way. I highly recommend it." Professor Georgia Perakis, the William F. Pounds Professor of Operations Research and Operations Management at the Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts. "This book is an important and timely addition to the pricing analytics literature by two authors who have made major contributions to the field. It covers traditional revenue management as well as assortment optimization and dynamic pricing. The comprehensive treatment of choice models in each application is particularly welcome. It is mathematically rigorous but accessible to students at the advanced undergraduate or graduate levels with a rich set of exercises at the end of each chapter. This book is highly recommended for Masters or PhD level courses on the topic and is a necessity for researchers with an interest in the field." Robert L. Phillips, Director of Pricing Research at Amazon "At last, a serious and comprehensive treatment of modern revenue management and assortment optimization integrated with choice modeling. In this book, Gallego and Topaloglu provide the underlying model derivations together with a wide range of applications and examples; all of these facets will better equip students for handling real-world problems. For mathematically inclined researchers and practitioners, it will doubtless prove to be thought-provoking and an invaluable reference." Richard Ratliff, Research Scientist at Sabre "This book, written by two of the leading researchers in the area, brings together in one place most of the recent research on revenue management and pricing analytics. New industries (ride sharing, cloud computing, restaurants) and new developments in the airline and hotel industries make this book very timely and relevant, and will serve as a critical reference for researchers." Professor Kalyan Talluri, the Munjal Chair in Global Business and Operations, Imperial College, London, UK.

This volume collects the best scientific contribution presented in the 3rd World Conference on Terraced Landscapes held in Italy from 6th to 15th October 2016, offering a deep and multifaceted insight into the remarkable heritage of terraced landscapes in Italy, in Europe and in the World (America, Asia, Australia). It consists of 2 parts: a geographical overview on some of the most important terraced systems in the world (1st part), and a multidisciplinary approach that aims to promote a multifunctional vision of terraces, underlining how these landscapes meet different needs: cultural and historical values, environmental and hydrogeological functions, quality and variety of food, community empowerment and sustainable development (2nd part). The volume offers a great overview on strengths, weaknesses, functions and strategies for terraced landscapes all over the world, summarizing in a final manifest the guidelines to provide a future for these landscapes as natural and cultural heritage.

This book critically explores the interconnections between tourism and the contemporary city from a policy-oriented standpoint, combining tourism perspectives with discussion of urban models, issues, and challenges. Research-based analyses addressing managerial issues and evaluating policy implications are described, and a comprehensive set of case studies is presented to demonstrate practices and policies in various urban contexts. A key message is that tourism policies should be conceived as integrated urban policies that promote tourism performance as a means of fostering urban quality and the well-being of local communities, e.g., in terms of quality spaces, employment, accessibility, innovation, and learning opportunities. In addition to highlighting the significance of urban tourism in relation to key urban challenges, the book reflects on the risks and tensions associated with its development, including the rise of anti-tourism movements as a reaction to touristification, cultural commodification, and gentrification. Attention is drawn to asymmetries in the costs and benefits of the city tourism phenomenon, and the supposedly unavoidable trade-off between the interests of residents and tourists is critically questioned.

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