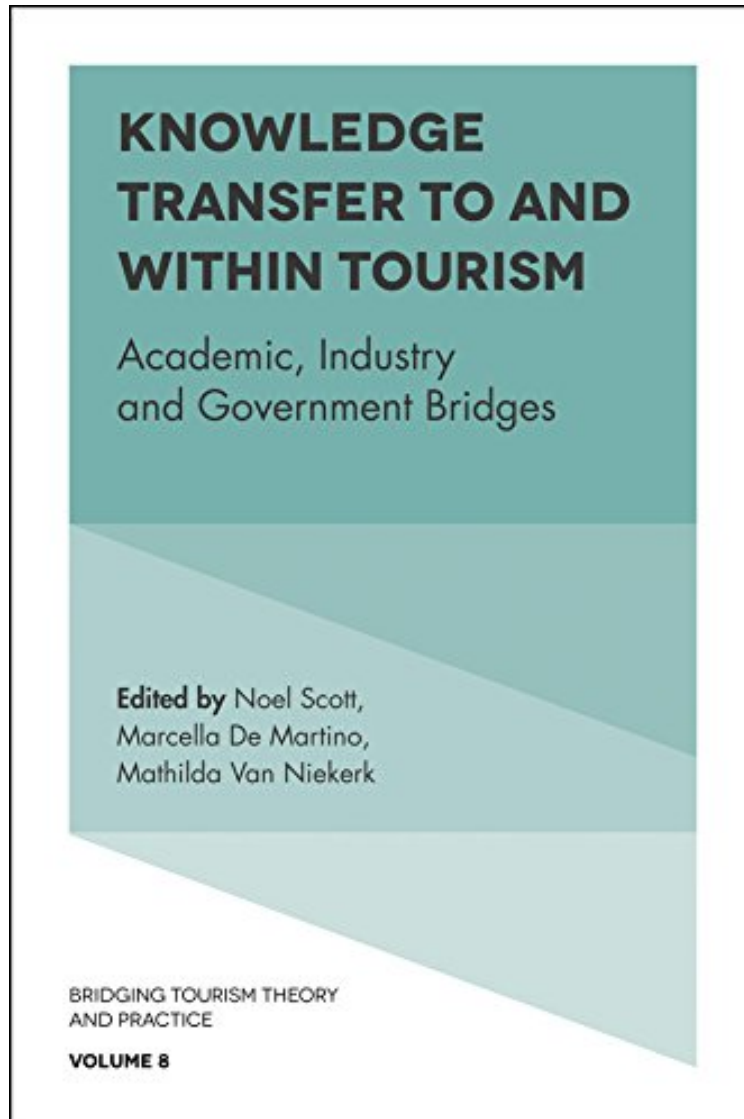


(Library ebook) Knowledge Transfer To and Within Tourism: Academic, Industry and Government Bridges  
(Bridging Tourism Theory and Practice)

# Knowledge Transfer To and Within Tourism: Academic, Industry and Government Bridges (Bridging Tourism Theory and Practice)

*Liping Cai*

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There have been a number of sporadic and disconnected initiatives to improve knowledge transfer between the tourism academia, government and industry. This volume presents and analyses 17 examples of knowledge transfer from countries around the world to identify future directions for business and government managers and academic researchers. Many of the chapters were presented at the first t-Forum global conference. The chapters emphasise the value from academic leadership in developing cohesion and links amongst small business and government, and the importance of a shared innovative vision beyond individual private and public organization objectives. Successful initiatives rely on the personal characteristics of key stakeholders as well as institutional arrangements, emphasising action learning and challenging traditional academic research processes. Best practice knowledge transfer requires government, industry and academia in partnership engaged in open dialogue and debate for project success. Knowledge transfer provides an opportunity to address unprecedented societal, environmental and technological change and disruption.

This volume brings together 18 essays on knowledge transfer between tourism academia, government, and industry in countries around the world, many presented at the first Tourism Intelligence Forum (t-Forum) global conference, Tourism Intelligence in Action, held in May 2015 in Naples, Italy. Tourism, business, economics, and other researchers from around the world discuss academic-led transfer and the importance of small businesses to innovate through the knowledge transfer between themselves and knowledge-institution partners; public-private partnerships for knowledge transfer in terms of the quality of urban planning and life in cities by the sea, developing smart tourism services at the destination level, improving the quality of the tourist experience through intra-destination network relationships and relationship management, the la Comarca de Los Alerces region in Argentina, and good governance models; and new approaches to the knowledge transfer process, such as a new measure of destination quality, the transfer of knowledge through social media, bringing cultural heritage to life through stimulation of the senses, tourism research in academic journals, and the transfer of knowledge through distribution channels. --Annotation 2017 Ringgold Inc. Portland, OR (protoview.com)