Index

Access, 253 Accessibility in Delhi, 227 Acquaintance networks, 80 Adenine (A), 217 Adivart Museum, 229 Africa hospitality industry, 115-116 overview of ST in, 117 recommendations for ST development in, 126-127 Agenda for Sustainable Development (2030), 94, 116 Alcoholism, 101 Alleppey Tourism Development Cooperative Society Ltd., 261-262 Allocentrics, 2-4 vacations. 4 Allocentrism-psychocentrism, 4 framework, 21-22 model. 4 Amenities, 226, 253 Analysis of variance (ANOVA), 62 analysis, 67 test. 63 Animated elements of places, 237–215 Apartheid legacy, 120 Arima Onsen, 157, 161, 166, 168 clothes, 167 digital supports to, 162-163 management associations, 166 virtual reality videos, 159-161 Arima Onsen Management Association, The, 158–159 Arima Onsen Ryokan Cooperative association, 166 Art, 176, 179 Art hotels, 176–177, 180, 182 concept, 188-189

from lifestyle hotels to, 183–185 Art Stays Here program, 184 Art-Blind Travelers, 178, 189-190 Art-Indifferent Travelers, 178, 188–189 Art-Infused Travelers, 178, 187 Art-related experiences, 178 Art-Seeking travelers, 178, 187-188, 190 Artification, 176 art-blind travelers, 189 art-indifferent travelers, 188-189 art-infused travelers, 187 art-seeking travelers, 187–188 cultural tourism, 178-180 data analysis, 185-186 within hospitality industry, 180 - 182implications, 189-191 from lifestyle hotels to art hotels, 183-185 literature review, 178–185 method, 185-189 Artificial intelligence, 156 Atithi Devo Bhava, 269 Attracting, Stay, and Return Model (ASR Model), 273, 286–288 Attractions, Amenities and Accessibility (3A), 242 Attractions, 225, 227-228 Augmented reality technology (AR technology), 156, 162-163 Authenticity, 217 Automatic speech recognition (ASR), 273Average daily rates (ADR), 60-61 Awara Onsen, 163-164

Badri van wi, 245 Badrinath, 245 Balearic Islands, comparative analysis between Canary islands and, 44-46 Bedford Hotel, The, 183 Behavior Science Corporation (BASICO), 2 Biodiversity, 117, 119–120 Brahmendra Math, 243 Built environments, 238 Business Intelligence (BI), 291–292 Business Intelligence System for Tourism (BIST), 292 Business-to-business (B2B), 60-61 Business-to-consumer (B2C), 60-61 Businesses, 176 performance, 58-59 perspective, 152 Canary Islands, comparative analysis between Balearic islands and. 44-46 Capacity building, 127 Causes of seasonality, 34-36 Central Financial Assistance (CFA), 249 Central Government's Initiatives, 245-249 Chetsingh Ghat, 243 Class effect, 67-69 Classical literature, 156 Cohen's tourist typology, 4 Commercial networks, 80 Competitive business environment, 151 - 152Computable general equilibrium (CGE), 58 Connectivity, 253 Conrad Indianapolis Hotel, The, 184 Consumer-based brand equity (CBBE), 4 Contemporary markets, 265 Continuity, 217 Convention and Visitor Board (CVB), 263 Conventional business wisdom, 264 Conventional marketing, 265, 295–296 Coopetition, 79-80, 87 activities, 81 Coopetition networks, 80, 83-84, 87-89 coopetition discussions, 81-83 literature review, 81-84 outcomes, 84-87 research design, 84 in tourism destination, 87 Coronavirus (COVID-19), 94, 255, 276 crisis, 98-99, 135 events impacted on tourism, 135-136 guarantor, 139-140 guest experience, 143-144 interpretation of findings, 137-139 method, 136-144 new strategies, 139-141 outbreak, 133-135, 138 pandemic, 152-154 period, 72 price strategy, 142 resources and skills for recovery, 142-143 same positioning, new customers, 141 - 142tourism, hotels, and crises, 135-136 Corporate social responsibility (CSR), 95 Coveted destination. from attraction to, 229 Crescent-shaped Ganges Ghats, 243 Croatian Tourism BI System, 292 Cultural consumption research domain, 156 Cultural enterprises, 152 Cultural event effects, 203 Cultural landscape, 237-215 Cultural overlay, 215 Cultural sustainability, 95, 104, 106 Cultural tourism, 178, 180, 238 Culture, 237-215 Cytosine (C), 217

Data analysis, 292–293 Data interpretation, 157–164 Database, 288 Deductive process, 37–38 "Dekho Apna Desh" campaign, 270-271 Delhi, accessibility in, 227 Delhi Tourism Development Corporation (DTDC), 263 Delivery system, 202 Delphi method, 83 Descriptive approach, 285 Destination, 213, 226-228, 243, 271-273, 284 added value, 298 digital marketing, 300 digitization strategy, 287-288, 290 functionality, 296-297 integrity, 298 interactivity, 296 leadership, 261-262, 265, 270, 278, 287, 293 maintenance, 298-299 management, 263 marketing mix, 298 navigation, 297 promotion, 299 readability, 297-298 resources, 299 simplicity vs. functionality, 299 - 300visitation model, 4 website, 294, 297, 300 website content characteristics, 297 - 298website design characteristics, 295-297 website management, 298-300 website planning, 295 Destination management organizations (DMOs), 4, 24-25, 259-260, 263, 278–279, 287, 293–294 challenges affecting, 263-264 Destination Management System (DMS), 288 to users, 290-291 from users to, 291

Destination marketing triangle (DMT), 259-260 Atithi Devo Bhava, 269 challenges affecting DMOs, 263 - 264closing triangle, 277-278 Dekho Apna Desh, 271 delivering experience, 266 DMO, 260-263 external marketing, 264-265 interactive marketing, 271-277 internal marketing, 268-271 selling tourism, 265-266 tourist gap, 267-268 visit Singapore travel guide app, 276 **Destination Positioning Matrix** (DPM), 4 Dharamshala, 241–242 Digital cultural consumption, 156–157 Digital era, 283-284 Digital immigrants, 287 Digital interventions, 157 Digital marketing, 300 Digital natives, 287 Digital supports to Onsens, 162-163 Digital transformation of social media, 156Digitalization, 155 of cultural enterprises, 156 of Onsen bathing, 170 DigiYatra, 290 Directorate General of Tourism, 248 "Discreet safety" model, 145 DNA, ugliness in, 218 Doctoral dissertation, 4 Doxey's model, 38 Dyadic coopetition, 81, 83–84 Economic sustainability, 96–97, 100, 102, 104 Ecotourism, 123 Ecotourists, 123 Empathy value creation, 166–169 Entrepreneurs, 104 Environment, 123, 240 Environmental approach, 118

Environmental management laws, 119-120 Environmental sustainability, 95, 105, 109 Equestrianism, 4 Eternal City, The, 61-62 Event tourism, 55–56 Events. 55-56 benefits of social networks for events industry, 204-206 characteristics of, 200-202 definitions of, 199 evolution of literature on, 202-204 phenomenon, 198 risks of social networks for, 206-207 Exogenous phenomena, 137 Experience economy, 179, 189-190 Experiencescape, 220-223 Experiencescape-Servicescape Dyad, 222-223 External market development (EMD), 261 External marketing, 264-265 Extranet, 288-289 Eysenck Personality Inventory, 4 Festivals, 55-56 Finance, 126 Food tourism challenges and opportunities of, 96-97 ties between sustainability and, 95-96 Footwear manufacturing company, 264-265 Fossil fuel-based energy, 126 Functionality, 296-297, 299-300 Fuzzy-set Qualitative Comparative Analysis (fsQCA), 25-26 Gamification, 156 Ganges, 242–243 Geography, 217 Geophysical elements of place, 237-215

Ghat, 243

Global cultural enterprises, 156–157 Go jitaku wa Onsen ryokan, 163-164, 167 "Go to Travel" campaign, 153-154 Goshoboh official, 158-159 Governments, 57, 240-241, 262 actions to support ST, 119-120 economic plans, 246 Graph analysis, 65–67 Green Pilgrimage Model, 240-241 Gross domestic product (GDP), 43, 57, 115-116, 248-249 Guanine (G), 217 Guidebooks, 59 Gulmarg Winter Sports Project, 248 Handicrafts, 229 Hanuman Ghat, 243-244 Harishchandra Ghat, 244 Hinduism, 239-240 Hindus, 242-243 Home delivery products, 167–168 Homelands, 120 Horizontal tourism coopetition strategy, 83 Hospitality, 248 artification within hospitality industry, 180-182 industry, 133-134, 176 products, 242 sector, 179 Host community, 138 Hotels, 135–136, 247 associations, 59 chains, 182 class, 59-60 destination, 137–138 determinants of hotel performance, 59-60 Human resource, 253 Human resources management (HRM), 206-207 Impacts, 33–34

of seasonality on local society, 37 of tourist seasonality, 48

Inclusive community development through tourism, 127 Independent hotels, 60 Independent organizations, 59 India challenges for tourism industry in, 253-254 importance of religious tourism in, 254-255 internal marketing campaign in, 269 land of temples, 239-240 National Tiger Conservation Authority, 240-241 roadblocks to growth of tourism in, 251-253 sacred places in India for pilgrimages, 240-245 tourism industry, 245-246 India Tourism Development Corporation Limited (ITDC), 248, 263 Indian Government, 238, 246 central government's initiatives, 245 - 249policies and strategies, 245-249 schemes to boost tourism, 249-251 state governments' initiatives, 247-248 Indian Institute of Skiing and Mountaineering (IISM), 248 Indian MOT, The, 254–255 Indian National Trust for Art, Culture and Heritage (INTACH), 229 Indian tourism industry, 256 sector. 238 Indira Gandhi International Airport (IGI Airport), 290 Inductive-statistical explanations, 21 Information and communication. 253-254 Information and communication technologies (ICTs), 284 BI, 291–292 database, 288

from DMS to users, 290-291 extranet. 288-289 infrastructure, 288-292 innovations, 206-207 multichannel delivery platform, 289-290 from users to DMS, 291 Infrastructure, 243 Innovative marketing through creative digitalization Arima Onsen, Hyogo Prefecture, 157 - 161data interpretation, 157–164 digital cultural consumption, 156-157 digital supports to Onsens, 162-163 empathy value creation, 166–167 implications and future directions, 169 - 170importance of Japanese Onsens, 154-155 innovative services value creation. 167 Japanese tourism and COVID-19 pandemic, 153-154 Kosugiyu Onsen, Tokyo City, 161 - 162Kusatsu Onsen, 161–162 literature review, 153–155 methodology, 157 service dominant logic and value creation, 155-156 solutions approach value creation, 167 - 168technical value creation, 166 theoretical framework, 155-157 Innovative services value creation, 167-169 Input-output models (IO models), 58 Institutes of Hotel Management and the National Council for Hotel Management and Catering Technology (NCHMCT), 248 Integrated marketing communication (IMC), 299

Integrity, 298 Intentional coopetition, 81 Interaction, 273 Interactive marketing, 271-277 interaction, 273 mobile marketing, 275-277 Search engines, 273-274 social media, 274-275 websites. 273 Interactivity, 296 Intergenerational equity principle, 179 - 180Internal destination development (IDD), 261 Internal marketing, 268-271 campaign in India, 269 International Festival and Events Association (IFEA), 199 International Finance Cooperation (IFC), 119 International Hotel & Restaurant Association. 60 International institutions, 96 International tourists, 4 Internet, 287 Investigated international tourists' perceptions of safety, 4 Investment, 126 Irritation index (Irridex), 38 Italian context, The, 103 Jaipur, 223 Japan External Trade Organization (JETRO), 153-154 Japan Post, 166

Japanese Onsens, importance of, 154–155 Japanese tourism, 153–154

Kashi, 242–244 Kedara Ghat, 244 Kempegowda International Airport, 290 Khajuraho, 229 Khajuraho Group of Temples, The, 229

Knowledge sharing, 127 Kosugiyu Onsen, 161-162, 167-168 description of virtual reality videos, 161 - 162Kulturlandschaft, 237 Kurokawa Onsen bath products, 163 Kusatsu Onsen, 161-162 Lal Bahadur Shastri International Airport, 290 Landscape, 217 destination as, 214-215 Leadership, 278 Legacy, 57-58 Lifestyle hotels, 178–179, 181 to art hotels, 183-185 List of Values (LOV), 4 Literature review of coopetition network, 81-84 Local communities, 57, 125-126 Local economy, 123 Local food producers, 101 Local food tourism, 99-100 initiatives, 105 Local markets, 100 Local resources valorization, 106-109 Local tourism authorities, 261–262 Local tourism organization (LTOs), 261-262 Locale, 217, 231 destination as, 216 Location, destination as, 214 Lodging products, 59 Lokranjan Festival, The, 229 Long-term effects, 56 Luxury hospitality segment, 135 market, 134-135

Macro-level coopetition, 81 Macroanalyses, 58 Madhya Pradesh State Tourism Development Corporation (MPSTDC), 229, 263 Mahanirvani Ghat, 243 Manikarnika Ghat, 244 Mansarovar Ghat, 244 Market segmentation, 293 Marketing approach, 265 data analysis, 292-293 market segmentation, 293 marketing mix, 293-294 mix. 298 professionalization, 101 scholars, 4 superstructure, 292-294 of tourism, 261-262 Mass tourism, 118 Mathura, 244 Matsunoyama Onsen, 164 Maximum tourist influx, 40 Mediterranean coastal tourism destinations, 34 Medium-term effects, 56-57 Meetings, incentives, conferences, and exhibitions (MICE), 261-262 Mega-events, 55-56 Mehrabian's Affiliative Tendency Scale (MATS), 4 Méridien chain, The, 176-177 Meso-level coopetition, 81 Meta-level coopetition, 81 Micro-approach, 56 Micro-economic approach, 71 Micro-level coopetition, 81 Microanalysis of hotel sector, 58 Mid-centrics, 4 Milan, seasonal patterns in, 60-61 Milan Expo event class effect, 67-69 determinants of hotel performance, 59 - 60effects on hotel performance, 58-59 findings, 62-69 holiday and working days, 67 impacts of events in tourism, 56-57 literature review, 57-61 methodology, 61-62 overall effects, 62-63

purposes and effects of events, 57 - 58seasonal effects. 63-67 seasonal patterns in Milan, 60-61 study limitations, 72 weekly analysis, 63-67 Ministry of Agriculture, The, 98–99 Ministry of Tourism (MOT), 246-249, 268-269, 276 Mobile marketing, 275–277 Mobility, 243 Modern events, 201 Multichannel delivery platform, 289-290 Multifaceted coopetition, 81 Multiple-channel delivery platforms, 289 Mutual learning process, 110 National Capital Region (NCR), 227 National consumer travel organizations, 59 National Institute for Statistics (ISTAT), 61, 135 National Institute of Water Sports and Indian Institute of Tourism and Travel Management (NIWS), 248 National Strategy for Promoting Tourism, The, 246 National Technical Textiles Mission (NTTM), 250 National Tourism Policy 2002, 246 National tourism strategy, 246 Natural capital, 95 Natural ecosystem of Arima Onsen, 168 Natural environments, 238 Natural landscapes, 237 Natural resources, 117 Navigation, 297 Networks, 79-80 coopetition, 83 theory, 86 Niranjani Ghat, 243

Niryat Rin Vikas Yojana (NIRVIK Scheme), 250 "Non-peak" type seasonality, 41 Novelty-familiarity continuum, 21-22 "One-peak" seasonality, 41, 45 "One-to-one" communication, 138 Online footprints, 156 Online marketing interventions, 300 Organizational process, 142-143 Paid inclusion, 274 Paid placement, 274 Pandas, 241-242 Pandemic, 152–153 People, Planet, Product and Profit (4P's), 117-118 Personality inventory, 4 traits, 3-4 types, 4 Pilgrimage Akshardham, 245 Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive Scheme (PRASHAD Scheme), 250 Pilgrimages, sacred places in India for, 240-245 Pilgrims, 241 Pilot scheme for "Janata hotels", 229 Pink City (see Jaipur) Place DNA, 217 Place identity, 218–219 Placemaking, 219-220 Plog, Stanley C. allocentrism-psychocentrism, 4 background, 2-4 framework, 1-2 model, 3, 25 predictive validity, 4 psychographic continuum, 4 psychographic model, 2 psychograpic model of allocentrismpsychocentrism, 4 research on, 4-24 studies reviewed, 4

typology, 4 venturesomeness, 1-2, 23-24 Policy, 246 Post-Expo period, 69 Post-modern digital cultural consumption, 156 Pradhan Mantri Annadata Aay SanraksHan Abhiyan (PM AASHA), 250 Pradhan Mantri Vaya Vandana Yojana Mission Karmayogi, 250 Prayaga Ghat, 244 Price strategy, 142 Primal landscape, 238 Production process, 102 Professional networks, 80 Psychocentrics, 2-4 vacations. 4 Psychocentrism-allocentrism, 4 Psychographics, 21-22 model. 4 Psychological boundaries, 239 Publicity, lack of, 254

Qualitative case study methodology, 136–137 Quantitative elements, 202

Rajasthan Tourism Development Corporations (RTDC), 263 Rameshwara ghat, 243 Ranamahal Ghat, 244 Readability, 297-298 **Recreation Experience Preferences** (REP), 4 Recreation opportunity spectrum (ROS), 4 Recruitment, 123 Regional development through tourism in South Africa, supporting, 120-121 Regional Directors (RD), 247-248 Regional Improvement Trusts, 262 Regional tourism organizations (RTOs), 261-262

Religious experts, 241-242 Religious tourism(see also Sustainable tourism (ST)), 247 Badrinath, 245 challenges for tourism industry in India, 253-254 human resource, 253 importance of religious tourism in India, 254–255 India's "land of temples", 239-240 Indian Government's policies and strategies, 245-249 Indian Government's schemes to boost tourism, 249-251 information and communication, 253 - 254Kashi, 242-244 lack of publicity, 254 pilgrimage Akshardham, 245 roadblocks to growth of tourism in India, 251-253 sacred places in India for pilgrimages, 240-245 security and safety, 254 Shaktipitha Naina Devi, 242 Vrindavan, 241–242 Research questions (RQs), 56-57 Resilience approach, 134 Resources, 299 and skills for recovery, 142-143 Responsible tourism (RT), 125 Revenue per available room (RevPAR), 58-59, 67 Ritz-Carlton chain, 184 Sacred places in India for pilgrimages, 240-245 Safety, 254 Sahakar Mitra Scheme, 250 Sakurada Onsen, 164 Sankatha Ghat, 244 SAR-CoV-2 viral subtype, 255 Search engine marketing (SEM), 273-274 Search engines, 273-274 Seasonal patterns in Milan, 60-61

Seasonality, 33–35, 41, 46–48 number of, 38-40 theoretical example of, 40-46 Security, 254 Selling tourism, 265-266 Sense of place, 218-219 Sensory Marketing, 277 Service dominant logic, 155-156, 165 Service enterprises, 155–156 Servicescape, 222 SG Arrival Card (SGAC), 276 Shaktipitha Naina Devi, 242 Shivala Ghat, 243 Shmshana ghat, 244 Short-haul destinations, 226-227 Short-term effects, 56-57 Simplicity, 299-300 Singapore Tourism Board (STB), 275 Small and medium sized enterprises (SMEs), 94 Small entrepreneurs, 101, 106 Smart cities, 284 Smart destination marketing in digital age ASR Model, 286–287 **BIST**, 292 destination digitization strategy, 287-288 destination's website, 294-300 DigiYatra, 290 ICT infrastructure, 288-292 marketing superstructure, 292-294 research objectives, 285 smart tourism destination, 286 Smart tourism, 286 destination, 286 Social approach, 118 Social distancing, 137-138 Social event effects, 203 Social media, 274-275, 287 benefits of social networks for events industry, 204-206 characteristics of events, 200-202 definitions of events, 199 evolution of literature on events, 202-204

platforms, 198 risks of social networks for events. 206-207 Social networks, 198, 204 benefits of social networks for events industry, 204-206 risks of social networks for events, 206-207 Social sustainability, 97, 101, 103-104 Society, 35, 38 Solutions approach value creation, 167-169 Solutions-based strategy, 168 Sonesta Group, 184 South Africa's tourism industry, 121 South African Case Study, The, 119-122 ensuring environmentally ST in South Africa, 121–122 Government actions to support ST, 119 - 120supporting regional development through tourism in South Africa, 120-121 South Pacific Island, 4 Spatial networks, 88 Special event, 201 Special occasions, 55-56 Spirituality, 239 Sport, 47 Standard operating procedures (SOPs), 270Startup India Seed Fund Scheme (SISFS), 250 State governments' initiatives, 247-248 STR (company), 60 Study price strategies, 136 Substantial developments, 119 Superstructure, 243 Supply system, 202 Survey of Villages and Mapping with Improvised Technology in Village Areas Scheme (SVAMITVA Scheme), 250 Sustainability, 117, 177, 179 aspects of sustainability, 94–95

challenges, 102-104 challenges and opportunities of food tourism, 96–97 conditions. 100–102 context of study, 98-99 of cultural tourism, 238 implications for practitioners, 109 - 110opportunities, 104-106 research process, 98 results, 99-106 theoretical background, 94–97 ties between sustainability and food tourism, 95-96 Sustainable Alternative Towards Affordable Transportation (SATAT Scheme), 250 Sustainable cultural tourism guidelines, 191 Sustainable development, 94, 116 promotion of ST toward, 125-126 Sustainable tourism (ST), 116 advantages of tourism, 123 capacity building and knowledge sharing, 127 development, 122-123 disadvantages of tourism, 123-125 emphasize inclusive community development through tourism, 127 finance and investment, 126 literature review, 117-119 overview of ST in Africa, 117 pathway in local people participate, 125 perspectives on, 118-119 promotion of ST toward sustainable development, 125-126 recommendations for ST development in Africa, 126-127 in South Africa, 121-122 South African Case Study, 119–122 sustainability of tourism activities, 119 understanding, 117-118

Sustainable Tourism Programme (STP), 116 Sustainable tourist development, 124 Swadesh Darshan Scheme, 249 Swaminarayan Sect, 245 Swedish project, 100 SWITCH Africa Green initiative, 127 Talk networks, 80 Technical Value Creation, The, 165–166, 168–169 Technology, 199, 206, 217, 287–288 10 Year Framework of Programmes (10YFP), 116 Territorial marketing strategies, 94 Textile weaving, 229 Theoretical coopetition network papers, 86 Thymine (T), 217 Tirtha-yatra, 241 Tourism, 4, 81, 83, 116-117, 135-136, 237-239, 242, 248, 252, 254, 268 access and connectivity, 253 advantages of, 123 amenities. 253 challenges for tourism industry in India, 253–254 companies, 273 destination, 79-81, 83, 87, 284-285 destination as tourism product, 225-227 disadvantages of, 123-125 events, 197-198 impacts of events in, 56-57, 135-136 inclusive community development through, 127 Indian Government's schemes to boost, 249–251 industry, 123 lack of proper infrastructure, 253 local product-based initiatives, 96 roadblocks to growth of tourism in India. 251-253 seasonality, 36

supporting regional development through tourism in South Africa, 120–121 Tourism Policy of India, The, 245-246 Tourism Satellite Account of India (TSA), 248–249 Tourist Bubble, The, 220-221 Tourist destination, 43, 213–214 accessibility, 226-227 accessibility in Delhi, 227 amenities, 226 attractions, 225 attractions and destination, 227-228 Charleroi, 218 experiencescape, 220-221 experiencescape-servicescape Dyad, 222-223 Jaipur, 223 Khajuraho, 229 as landscape, 214-215 as locale, 216 locale and landscape, 217 as location, 214 place DNA, 217 placemaking, 219-220 sense of place and place identity, 218-219 Servicescape, 222 as tourism product, 225-227 Tourist Gap, 267–268 Tourist Planning Toolkit, 121 Tourist seasonality comparative analysis between Balearic islands and Canary islands, 44-46 literature review, 35-37 methodology, 37–40 number of tourists and seasonality, 38 - 40recommendations for future research. 48 theoretical example of seasonality, 40-46 Tourists, 116-117, 124, 238 businesses, 124-125 destination selection process, 4

experiencescape, 240 industry, 127 number of, 38-40 tourist-oriented attractions, 231 Traditional events, 201 Traditional tools, 198 Transitory elements, 237-215 Travel, 256 websites, 59 Travelers, 287 "Two-peak" type seasonality, 41 UNESCO World Heritage Sites, 238 Unintentional coopetition, 81 United Nations Development Program (UNDP), 116 United Nations Environment Program, 120-121 United Nations General Assembly, 116 United Nations World Tourism Organization, The (UNWTO), 115-116, 120-121, 260 Urban destinations, 36 Urlandschaft, 237 US-based multi-venue art hotel, 182 User-generated content (UGC), 289 Value creation, 155–156 clusters, 168-169 Value net, 81

Values and Life Style (VALS), 4

Venturesomeness concept, 1-2, 21, 24

Vertical marketing system (VMS), 294–295 Vijayanagaram Ghat, 244 Virtual reality (VR), 156 description of virtual reality videos, 159, 161–162 videos, 167–168 Vishal Badri (*see* Badrinath) Visit Singapore travel guide app, 276 Visitation process, 4 Visiting friends and relatives (VFR), 4 Volunteer organizations, 59 Vrindavan, 241–242

Walt Disney Company's theme parks, The, 183 Web 2.0 social media platforms, 206-207 strategies, 204-205 tools, 198 Web content, 297 Websites, 273 management, 298-300 Weekly seasonality, 65-67 Wildlife, 122, 126 World Commission on Culture and Development (WCCD), 95 World Tourism Organization, 60, 237 - 238World Travel and Tourism Council (WTTC), 115-116, 124

Yamato Transport, 166 Yumeguri Onsen VR, The, 159