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Real Estate and Destination Development in Tourism
Successful Strategies and Instruments

Edited by Prof. Dr. Peter Keller and Prof. Dr. Thomas Bieger

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International Tourism Research and Concepts Vol. 3
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Target group: Tourism businesses; hotel businesses; destination managers; real estate specialists;
university-level institutions with tourism as a field study; regional tourism associations;

About this book: Real Estate is one of the driving factors of destination development. In some destinations value added from the construction and sales of second homes even surpasses value added created in the traditional tourism sectors.

This book, edited by Peter Keller and Thomas Bieger, contributes to the deeper understanding of the dynamics of Real Estate development in destinations:

- the Role, Structure and Development of Destination Real Estate Markets
- evolving Real Estate Business Models in Destinations

- the Socio-Economic Impacts of Real Estate on Destinations
- optimizing Destination Capacity through Real Estate Management Strategies
- public-private Governance Approaches for Managing Holiday Property Market Development

The book provides a unique database for the important topic of Real Estate and destination development in tourism: with contributions from 43 researchers from 10 countries and 18 case studies.

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