Effective Tourism Marketing Strategies Ict Based

"This edition fosters multidisciplinary discussion and research on the adoption of information and communication technologies (ICT) in the contexts of culture and tourism, investigating how emerging technologies and new managerial models and strategies can promote sustainable development for culture and tourism"--Provided by publisher.

This book constitutes the refereed proceedings of the First International Workshop on Human-Computer Interaction, Tourism and Cultural Heritage, HCITOCH 2010, held in Brescello, Italy, in September 2010. The 17 revised papers presented were carefully reviewed and selected from numerous submissions. Providing strategies for a creative future with computer science, quality design and communicability, the papers discuss the latest advances in the areas of augmented realities, computer art, computer graphics, e-commerce, eco-design, emerging technologies, dynamic and static media (2D & 3D), HCI, interactive systems, mixed reality, networking, simulation languages, tourism, usability, video games, virtual classroom and virtual museum.

Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination

marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful. Conferences, symposiums, and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market. Without the innovative technologies that have changed the face of the tourism industry, many destinations would be unequipped to handle such a task. Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism-related businesses including hotels, restaurants, and other tourism areas. While highlighting topics including digital marketing, artificial intelligence, and event tourism, this book is ideally designed for business managers, event planners, and marketing professionals.

"E-governance affects every citizen. New information and communication technologies (ICTs) have made public services easier to access and information easier to obtain; fines and taxes can be processed more rapidly and votes can

be counted faster. Channeling the potential of ICTs in the public sector has affected how states, and governments at all levels, do business. It will inevitably shape how they will continue to change in the future. This book has grown out of an executive training program, leading to an Executive Master's degree in e-governance, from Switzerland's âEcole Polytechnique Fâedâerale de Lausanne (EPFL). Participants in this Master's program came from all over the world; from government, the private sector and non-governmental organizations. They were all interested in electronic governance and motivated by the desire to learn from the numerous and varied e-governance experiences worldwide. The 12 chapters have been written by 10 participants, one manager and one professor involved in the program. The book is divided into four sections: e-governance visions; local e-governance; transversal e-governance issues and the future of e-governance. E-governance has already led to many significant changes in the way society operates, and this book provides some insight into how this has been achieved, as well as taking a look at the further developments which may happen in the future."--Publisher's website. This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2019), held at the Universidad Abierta Interamericana, in Buenos Aires, Argentina, from 5th to 7th December 2019. It covers the areas technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart destinations, robotics in tourism, and information systems and technologies.

For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world. Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research, various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes.

The hospitality, travel, and tourism industries play a major role in citizen wellbeing, socio-cultural integration, and the economic advancement of a nation. The industries are increasingly complex in operation, demanding excellence across a far-reaching and diverse set of capabilities and changes in management practices across the board. With growing expectations for a better service quality from the users and endless calls for value-added service, managers are under constant pressure to improve their services across all aspects while growing customer numbers to meet various stakeholder expectations. Contemporary Management Approaches to the Global Hospitality and Tourism Industry is a key reference source that provides crucial knowledge on the application of new management practices and trends in the tourism industry. While highlighting topics such as service quality, culture sensitivity, and brand marketing, this publication explores the influence of globalization and the methods of sustainable business practices. This book is

ideally designed for managers, hotel directors, restaurateurs, researchers, industry professionals, professors, and students seeking cutting-edge hospitality and tourism management strategies.

This book constitutes the refereed proceedings of the 19th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2018, held in Cardiff, UK, in September 2018. The 57 revised full papers were carefully reviewed and selected from 143 submissions. They provide a comprehensive overview of identified challenges and recent advances in various collaborative network (CN) domains and their applications, with a strong focus on the following areas: blockchain in collaborative networks, industry transformation and innovation, semantics in networks of cognitive systems, cognitive systems for resilience management, collaborative energy services in smart cities, cognitive systems in agribusiness, building information modeling, industry 4.0 support frameworks, health and social welfare services, risk, privacy and security, collaboration platform issues, sensing, smart and sustainable enterprises, information systems integration, dynamic logistics networks, collaborative business processes, value creation in networks, users and organizations profiling, and collaborative business strategies. "This book offers articles focused on key issues concerning the development, design, and analysis of global IT"--Provided by publisher.

Today, it is considered good business practice for tourism industries to support their micro and macro environment by means of strategic perspectives. This is necessary because we cannot contemplate companies existing without their environment. If companies do not involve themselves in such undertakings, they are in danger of isolating themselves from the shareholder. That, in turn, creates a problem for mobilizing new ideas and receiving feedback from their

environment. In this respect, the contributions of academics from international level together with the private sector and business managers are eagerly awaited on topics and sub-topics within Strategies for Tourism Industry - Micro and Macro Perspectives.

"This 4-volume set provides a compendium of comprehensive advanced research articles written by an international collaboration of experts involved with the strategic use of information systems"--Provided by publisher.

This book is the proceeding of the International Conference on Sustainable Management and Innovation (ICoSMI 2020) that was successfully held on 14-16 September 2020 using an online platform. The conference was mainly organized by the Department of Management IPB University in collaboration with Leibniz University of Hannover, Universiti Putera Malaysia, Kasetsart University, Tun Hussein Onn University of Malaysia, Tamil Nadu Teachers Education University, Deakin University, University of Adelaide, Forum Manajemen Indonesia, FE Pakuan University, FE Gajah Mada University FEB University of North Sumatra and FEB Andalas University, SBM Bandung Institute of Technology, FEB Lampung University, Perbanas Institute Jakarta, FE Bina Nusantara University, and SBE Prasetiya Mulya University. This conference has brought academic researchers, business practitioners as well as graduate students together to exchange their experiences and research results about most aspects of innovation and sustainability, and discuss the practical challenges encountered and the solutions adopted. About 402 delegates across the world including Indonesia, Malaysia, Thailand, Spain, China, and India have attended and presented their research works in the conference. The proceeding consists of 80 high-quality papers that were selected from more than 250 submitted papers. The papers are classified into 12 themes, namely Finance for

Sustainability, Industry 4.0 and Future Business Sustainability, Policy and Strategy for Sustainable Innovation and Supply Chain, Smart Agriculture Management for Environmental Sustainability, and Sustainable Human Resources. Finally, we would like to express the greatest thanks to all colleagues in the steering and organizing committee for their cooperation in administering and arranging the conference as well as reviewers for their academic works and commitment to reviewing papers. Marketing in Travel and Tourism aims to guide and support readers through the complexities of tourism marketing in the 21st Century. It sets out clear explanations of marketing principles and concepts adapted from mainstream services marketing, and goes on to illustrate the range of applications currently practised in the modern visitor economy. Now in its fourth edition, and reprinted almost every year since 1988, each chapter of the book has been updated to include current evaluations of all the key developments in marketing, especially consumer centric marketing and the now focal role of the Internet in the marketing mix. The chapters on communicating with cutomers have been extensively rewritten to take account of e-marketing and related marketing developments in tourism that are pulled together in a forward looking Epilogue. This fully revised edition includes: full colour interior with pedagogic features such as discussion questions and exercises to encourage further exploration of key areas new material on the role of e-marketing, motivations and consumer behaviour five in-depth international case studies, including Tourism New Zealand and Agra Indian World Heritage Site, along with 17 mini cases to contextualise learning a companion website: www.elsevierdirect.com/9780750686938, packed with extra resources such as Power Point slides and interactive multiple choice questions to aid teaching and learningMarketing in

Travel and Tourism provides a truly international and comprehensive guide to marketing in the global travel industry, an indispensible text for all students and lecturers. Social media pervades people's awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships. The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on social media.

When overseas travel agency owners and directors, predominantly fromMiddle Eastern countries visitedmy Istanbul office and sawmy "Travel Management" book published in 2018 in Turkish, insisted that I publish the same book in English. These comments made me excited and encouraged to publish the book in English with some revisions and additions. Travel and tourism industry is one of the world's largest industries and a dynamic engine of economic development of the countries. It is a great source of income and employment for countries that receive more international tourists. For this reason, the countries have increased their investment in the travel and tourism industry, Tour operators and travel agencies have the major role for the development of tourism. Their business has vastly changed in the past 20 years. They have to continuously adapt and redefine their roles to the changing environment and technology. As a result of this change, different

approaches in management, operation and marketing strategies in the travel industry have emerged. From tourism products and services to operation and destination management, from management functions to the distribution channels, from reservation systems to marketing functions, almost all travel concepts have changed shape. In travel agency business besides the traditional (classical) system used for many years, neoclassical systemandmodern (contemporary) systems such as online travel agencies (OTA's) and destination management companies (DMC's) have emerged, intermediaries diversified and increased. Pursuant to these developments travel operators who can keep up with these changes have created a wide academic and practical concept, theoretical discussions and most importantly different industrial structures. This book provides a wide perspective with modern concepts to the operation management and marketing strategies in travel industry and it is divided into 12 chapters. Each chapter starts with learning outcomes. Basic principles and concepts of subjects are mentioned both theoretically and practically supported by tables, graphs and figures for a better understanding of specific chapters.

"This book creates awareness on how ICTs contribute to human development in multiple areas, including the link between ICTs and economic, social, and political aspects of human development"--Provided by publisher.

Online business has been growing progressively and has become the major business platform within the past two decades. The internet bulldozed the development of new business models and innovations that substantially changed the way businesses run today. This led to a growth of advanced technologies used in online business such as data analytics, machine learning, and artificial intelligence. With higher internet connectivity and the exponential growth of

mobile devices, shopping processes and behaviors were significantly affected as people are consistently connected online. Consumers can easily gain helpful product information and retail competitor information in myriad online channels. This led to a profound effect on businesses where they began to invest in new technologies and business practices that aim to align with the effects of globalization. Given the rapid technology advancements, both businesses and customers are presently experiencing an exponential upsurge in the implementation of new business processes and models. Impact of Globalization and Advanced Technologies on Online Business Models explores the ever-changing field of running an online busines and presents the current issues and challenges in online business triggered by global shifts in the online environment and technological changes. The chapters draw from a wide range of technologies used in today's digital marketplace as well as recent development and empirical researches on online consumer behavior. As such, this book aims to contribute new dimensions in managing advancements in online business triggered by global and technology transformation. This book is ideal for executives, managers, IT consultants, practitioners, researchers, academicians, and students interested in globalization and the new technologies affecting online business models.

Now in its third edition, the best-selling text, Marketing in Travel and Tourism, explains the principles and practice of marketing as they are increasingly being applied in the global travel and tourism industry. Building on the success of previous editions, the authors have completely revised the text to reflect the changes in the travel and tourism industry in the 21st century. International examples and case studies drawn from recent practice in several countries are used throughout the text. Case studies emphasising the role of ICT

include: Microburners, Travel Inn (budget hotels), RCI Europe, the Balearic Islands, and ICT and the role of the Internet in international NTO strategies. With its comprehensive content and user friendly style, Marketing in Travel and Tourism third edition takes the reader from an initial definition of the subject matter through to the application of marketing in the travel and tourism industry, discussing crucial components such as planning strategy and the marketing mix, making it an indispensable text for both students and practitioners alike.

The questionable practices and policies of many businesses are coming under scrutiny by consumers and the media. As such, it important to research new methods and systems for creating optimal business cultures. Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications is a comprehensive resource on the latest advances and developments for creating a system of shared values and beliefs in business environments. Featuring extensive coverage across a range of relevant perspectives and topics, such as organizational climate, collaboration orientation, and aggressiveness orientation, this book is ideally designed for business owners, managers, entrepreneurs, professionals, researchers, and students actively involved in the modern business realm.

"This book provides small businesses with a holistic approach to implementing their Web presence"--Provided by publisher.

As marketing professionals look for ever more effective ways to promote their goods and services to customers, a thorough understanding of customer needs and the ability to predict a target audience's reaction to advertising campaigns is essential. Marketing and Consumer Behavior: Concepts, Methodologies, Tools, and Applications explores cutting-edge advancements in marketing strategies as well as the development and design considerations integral to the

successful analysis of consumer trends. Including both in-depth case studies and theoretical discussions, this comprehensive four-volume reference is a necessary resource for business leaders and marketing managers, students and educators, and advertisers looking to expand the reach of their target market.

The continuous growth and expansion of the travel sector has brought about a greater need to understand and improve its various promotional tactics. Effectively employing these methods will benefit all manner of travel destinations and attract a larger number of tourists to these locations. Emerging Innovative Marketing Strategies in the Tourism Industry is an authoritative title comprised of the latest scholarly research on effective promotional tools and practices within the tourism sector. Featuring expansive coverage on a variety of topics from the use of information technology and digital tools to tourist motivation and economic considerations, this publication is an essential reference source for students, researchers, and practitioners seeking research on the latest applications, models, and approaches for promotion in the travel industry. This publication features valuable, research-based chapters across a broad range of relevant topics including, but not limited to, consumer search behavior, customer relationship management, smart technologies, experiential tourist products, leisure services, national brand images, and employment generation.

This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter- organisational collaboration.

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and

offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience. Examines how ICTs contribute to the development of city marketing strategies to enhance local socio-economic development. Covers topics such as city branding, export promotion, and industry marketing. The contribution of tourism to create an inclusive society requires the adoption of new approaches and strategies that promote the accessibility of tourism destinations, allowing all people, regardless of their health condition, to enjoy tourism experiences. To accomplish this objective, it is of utmost relevance to promote the active involvement of all stakeholders of the tourism system (demand, supply, government entities, and educational institutions) in the creation

of accessible and adapted tourism products. However, the scarce literature in this area suggests that the people working in the tourism industry are not usually aware of several needs and travel constraints of persons with disabilities and that the information delivered by traditional information sources to this market is frequently inadequate, inaccurate, or incomplete. Therefore, the information and communication technologies (ICTs) may have a crucial role to overcome the several travel constraints that these people face to plan and carry out a tourism trip as well as to enable supply agents to develop accessible tourism products. Despite this, although in recent years research regarding accessible tourism has increased, the number of studies on the contributions of ICTs for the development of accessible research is scarce. ICT Tools and Applications for Accessible Tourism provides theoretical and practical contributions for accessible tourism in the growing tourism market for social responsibility issues and as an excellent business opportunity. Chapters within this critical reference source cover the academic discussion of global accessible tourism, increased knowledge of disabilities, ICTs that can be used, and emerging technologies. This book is intended for all practitioners in the tourism industry along with IT specialists, government officials, policymakers, marketers, researchers, academicians, and students

who are interested in the latest tools, technologies, and research on accessible tourism.

Seminar paper from the year 2019 in the subject Sociology - Culture, Technology, Peoples / Nations, grade: 1,7, Bielefeld University, course: Sociology of Travel, language: English, abstract: The paper analyzes the travel industry and their commitment to the internet regarding advantages and disadvantages, like the role of review platforms and the ability to compare online. How did the changes over the years transform the industry and its consumers? Over the past years, the tourism industry had depended heavily on marketing using the power of the word of mouth. It used to be our family and friends, who would assist in the planning of our traveling, with the assistance of travel agencies, magazines and tourism guides. With the emergence of digital technologies in the present world however, the word of mouth has been prolonged to a limited group of people who are widely spread all over the world. Social Media, a greater outcome of digital technology is now being used to connect travelers to the recommendations and opinions of people all over the world. The development of Information and Communication Technologies (ICTs), within the last two distinctly different decades, have greatly transformed the tourism sector in almost all parts of the world. Within its tactical level, ICT makes it possible for the e-

Commerce to thrive and subsequently assist the tourism organizations to fully maximize their general efficiency as well as effectiveness while at the strategic level, ICT has helped in restricting the tourism and travel chain together with the relationships which are there between the individual tourism organizations and the relevant stakeholders to the sector.

This book explores the distinct nuisances and obstacles that are brought on by the tourism and travel industry within Caribbean small island developing countries (SIDS). The author explores best practices and measures that can be used to overcome or alleviate the hardship faced by the industry by giving voice to the nations that are often overshadowed or restrained by their developed counterparts. This book reflects on and assesses the transformative power that tourism has in Caribbean small island developing states, while unearthing the threats that affect the longevity and economic viability of the industry in general. It is an important and overdue text focusing on this unique group of islands and will inform students and researchers on the struggles and opportunities they face.

As cities continue to grow with advancing technologies, the spatial and temporal gaps between rural and urban areas are shrinking, thereby requiring the sectors to interact with each other. While the prospect is to develop each area without

hampering the newfound synergy between them, there are still many barriers and concerns that hinder this inevitable urban-rural relationship. The Handbook of Research on Urban-Rural Synergy Development Through Housing, Landscape, and Tourism is a pivotal reference source that focuses on the applications and challenges of creating cooperation between urban and rural areas along various fields. While highlighting topics including suburbanization, weekend-residence zones, and homeostasis, this publication is ideally designed for architects, sector managers, region developers, urban planners, urban developers, construction managers, urban studies professionals, academicians, researchers, and students seeking current research on lessening the urban-rural gap in both global and local contexts.
Elsevier/Butterworth-Heinemann's 2006-07 CIM Coursebook series offers you the complete package for exam success. Fully reviewed by CIM and updated by the examiner, the coursebook offers everything you need to keep you on course * Written specially for the Strategic Marketing in practice module by the CIM senior examiner and a leading expert in the field * The only coursebook fully endorsed by CIM * Contains past examination papers and examiners' reports to enable you to practise what has been learned and help prepare for the exam

During the last couple of years we learned that infonnation and communication technologies have to be seen as key factors for the success in various industries. Especially in tourism it became evident, that missing the developments in this sector could not only be fatal for the unfolding of the businesses, but also unrenouncable in order to withstand in competition. The objective of ENTER is to show the chance that infonnation technology offers for all participants in the touristic competition to act successfully in permanently changing infonnation environments. It reflects the important role of infonnation technologies in this field. Within the last six years ENTER united various experts - practitioners as well as researchers - to exchange their experiences, ideas and visions in the sector of tourism and infonnation technology. The conferences scope is to provide an international platfonn to discuss the topical situation and future trends, and the possibilities to shape the own strategies. The various points of view of all the participants in workshops, reports and discussions always lead to most interesting perceptions. Tourism marketing is a vital tool in promoting the overall health of the global economy by not only bringing necessary revenue to a particular region, but also providing an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life. Strategic

Tools and Methods for Promoting Hospitality and Tourism Services provides interdisciplinary perspectives in the areas of global tourism and hospitality. Highlighting cultural boundaries of strategic knowledge management through the use of case studies and theoretical research, as well as the opportunities and challenges of tourism marketing, this publication is an essential reference source for academicians, research scholars, marketing professionals, graduate-level students, and industry professionals interested in international travel and the vacation industry.

Geographic information systems (GIS) provide information that can be useful across many disciplines. One of these disciplines is the travel and hospitality industry. GIS Applications in the Tourism and Hospitality Industry is a vital scholarly publication that explores the applications of GIS to the leisure travel industry, specifically the importance of GIS in trip planning, online bookings, and location-based services. Highlighting coverage on a wide range of topics such as cultural heritage tourism, geospatial collaborative tourism recommender systems, and decision support systems, this book is geared toward business managers, academicians, researchers, graduate-level students, and professionals looking for current research on the impact of GIS on recreational travel.

This book presents state-of-the-art research into the

application of information and communication technologies to travel and tourism. The range of topics covered is broad, encompassing digital marketing and social media, mobile computing and web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning, eGovernment, and the sharing economy. There is a particular focus on the development of digital strategies, the impact of big data, and the digital economy. In addition to the description of research advances and innovative ideas, readers will find a number of informative industrial case studies. The contents of the book are based on the 2017 ENTER eTourism conference, held in Rome. The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism. Turizmde Güncel Yakla??mlar isimli çal??mam?z son y?llarda turizm sektörünün gündeminde olan konularda haz?rlanm?? bir eserdir. Bu eser içerisinde yer alan ço?u bölüm son 3 y?l içerisinde lisansüstü ara?t?rmalara ve bilimsel çal??malara konu olmu? güncel ba?l?klar? içermektedir. Bu kitab?n yaz?lmas?n?n temel amac?, turizm alan?nda lisansüstü e?itim gören ö?rencilere ve ara?t?rmac?lara ???k tutmak ve yeni fikirler vermektir. Ayr?ca bu çal??man?n ilgili alandaki literatüre katk? sa?lamas? planlanm??t?r. Sade ve

anla??l?r bir dille haz?rlanan bu kitap; her seviyede turizm ö?rencisi için güncel bir kaynak olma özelli?i ta??maktad?r. Bu kitaba Türkiye'nin 5 farkl? üniversitesinden katk? sunan 16 de?erli yazar; sektördeki geli?meleri bir turizm akademisyeninin bak?? aç?s?yla yorumlam??t?r. Bu ba?lamda kitab?m?zdaki tüm bilgiler dünyada ve ülkemizdeki turizm sektörünün güncel durumu yans?tmay? amaçlam??t?r. Bölüm ba?l?klar? incelendi?inde; konaklamadan-seyahate, gastronomiden-alternatif turizme, turizm ekonomisinden-yeni turizm çe?itlerine kadar çok say?da konu geni? bir yelpazede ele al?nm??t?r. Ayr?ca turizm sektörünün ve turizm i?letmelerinin kar??la?t??? güncel sorunlara da kitab?m?zda yer verilmi?tir. Kitab?m?z?n yaz?m? tüm dünyay? etkisi alt?na alan Covid-19 pandemi sürecinde gerçekle?tirilmi?tir. Hepimizi birçok konuda olumsuz etkileyen bu zor süreçte böyle faydal? bir çal??ma ortaya koymak ?üphesiz bu kitab? daha da k?ymetli k?lm??t?r. Bu süreçte birbirinden de?erli çal??malar?yla kitab?m?za destek veren tüm bölüm yazarlar?m?za te?ekkür eder, bu çal??man?n daha güzel projeler için bir ba?lang?ç olmas?n? temenni ederim.