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C. Michael Hall is Professor of Marketing at the University of Canterbury, New Zealand and Docent in the Department of Geography at the University of Oulu, Finland.

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Tourism and Innovation : Michael C. Hall : 9780415414043

C. Michael Hall is Professor of Marketing at the University of Canterbury, New Zealand and Docent in the Department of Geography at the University of Oulu, Finland. Co-editor of Current Issues in Tourism, his main research interests are in the relationships between mobility and regional development, tourism, food, global environmental change and environmental history.

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Two chapters review the territorial dimensions of innovation through the fresh perspectives of the national

and regional innovation systems, followed by reviews of the determinants of innovation in the firm, and the contested and complex role of entrepreneurship. The final chapter summarises the importance of understanding tourism innovation.

TOURISM INNOVATION POLICY: IMPLEMENTATION AND OUTCOMES

Moreover, existing reviews of tourism innovation policies (Hall & Williams 2008; Hjalager 2012) have highlighted their highly uneven performance, underlining the need for research in this arena which provides a more critical assessment of the potential.

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Hall and Williams provide an overview of relevant innovation theories and related literatures on productivity and competitiveness, and their significance to contemporary tourism practices eBook , Hardback , Electronic resource , Book .

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He is the author and editor of a number of books on tourism including *Critical Issues in Tourism* (2002) and *Tourism and Tourism Spaces* (2004), both with Gareth Shaw; and *A Companion to Tourism Geography* (2004), with Alan Lew and Michael Hall.

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