

ROUTLEDGE ADVANCES IN TOURISM

Destination Marketing

An international perspective

Edited by
Metin Kozak and Nazmi Kozak



Nice Destination Marketing International Perspective Routledge

Dogan Gursoy, Christina Chi



Nice Destination Marketing International Perspective Routledge:

Destination Marketing Metin Kozak, Nazmi Kozak, 2015-10-23 This book advances the current literature on destination marketing by using innovative up to date case studies from a wide geographical representation The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches With discussions of topics including image branding attractions and competitiveness the chapters in this volume offer new insight into contemporary developments such as medical tourism Islamic tourism and film induced tourism Presenting detailed findings and a range of methodologies ranging from surveys to travel writings and ethnography this book will be of interest to students scholars and practitioners in the fields of tourism and marketing

The Routledge Handbook of Destination Marketing Dogan Gursoy, Christina Chi, 2018-04-27 This book examines key contemporary marketing concepts issues and challenges that affect destinations within a multidisciplinary global perspective Uniquely combining both the theoretical and practical approaches this handbook discusses cutting edge marketing questions such as innovation in destinations sustainability social media peer to peer applications and web 3 0 Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world The Routledge Handbook of Destination Marketing aims to create an international platform for balanced academic research with practical applications in order to foster synergetic interaction between academia and industry For these reasons it will be a valuable resource for both researchers and practitioners in the field of destination marketing

Tourism Case Studies Latin America Region Thiago Allis, Sandro Carnicelli, 2024-11-21 Latin America is a complex mosaic of nations people and landscapes with unique cultural scenic and economic resources but with no more than 6% of global international tourist arrivals World Bank 2019 The region hosts several top international destinations such as the Caribbean islands and the sacred city of the Incas Machu Picchu Peru Cities like S o Paulo and Mexico City are internationally known for their Meetings Incentives Conferences and Exhibitions MICE sector Galapagos Ecuador and Fernando de Noronha Brazil are areas of significant ecological importance However even if some of the destinations are well known internationally the region is still seen as an untouched source for tourism at global and regional scales Moreover the region is still underrepresented in international tourism literature and content for pedagogical and educational purposes still limited This gap needs to be filled to help inform tourism developments and to better educate the next generation This can help shift students and practitioners away from an over dependence on models and ideas developed and tested in different social and cultural settings that may not be appropriate for a Latin American context Therefore this book aims to bring together researchers students practitioners and other agents involved with research teaching and the operation of tourism to share their research and work experiences in Latin America in the form of case studies focusing on real world examples

Understanding and Managing Tourism John I. Richardson, Martin Fluker, 2004 Designed as an introductory text for students who are considering a career in some part of the travel and

tourism industry this book introduces the subject of tourism describes the main elements of the Australian travel and tourism industry sector by sector and looks at the impacts of tourism

The British National Bibliography Arthur James Wells,2009

The Routledge Handbook of Tourism Marketing Scott McCabe,2014-01-03

Tourism has often been described as being about selling dreams tourist experiences being conceptualized as purely a marketing confection a socially constructed need However the reality is that travel for leisure business meetings sports or visiting loved ones has grown to be a very real sector of the global economy requiring sophisticated business and marketing practices The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical methodological and practical processes of marketing within this complex and multi sector industry It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship The Handbook is divided in to nine inter related sections Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists Part 2 explores macromarketing and tourism Part 3 deals with strategic issues Part 4 addresses recent advances in research Part 5 focuses on developments in tourist consumer behaviour Part 6 looks at micromarketing Part 7 moves on to destination marketing and branding issues Part 8 looks at the influence of technological change on tourism marketing and Part 9 explores future directions This timely book offers the reader a comprehensive synthesis of this sub discipline conveying the latest thinking and research It will provide an invaluable resource for all those with an interest in tourism and marketing encouraging dialogue across disciplinary boundaries and areas of study This is essential reading for Tourism students researchers and academics as well as those of Marketing Business Events Management and Hospitality Management

Women as Producers and Consumers of Tourism in Developing Regions Yiorgos Apostolopoulos,Sevil F. Sönmez,Dallen J. Timothy,2001-04-30

The contributors to this volume seek to demonstrate the many ways in which gender determines the roles women play as both tourists and providers of tourism as product and service They cover theoretical perspectives including those provided by feminists and economic development analysts

Worldwide Destinations Brian Boniface,Chris Cooper,2024-04-30

Worldwide Destinations The Geography of Travel and Tourism is a unique text that explores tourism demand supply organisation and resources for every country worldwide in a logically structured and accessible format The ninth edition is fully updated to include the following features Greater exploration of current issues such as climate change the impact of COVID 19 on destinations and subsequent recovery strategies regenerative tourism changes in consumer behaviour and sustainability New and updated case studies throughout Increased emphasis on South America and a new chapter focussing on the tourism geography of Antarctica Enhanced online resources for lecturers and students including PPTs web links video links MCQs and discussion questions The first part of this book comprises thematic chapters that detail the geographic knowledge and principles required to analyse the tourism appeal of destinations The subsequent division of

this book into regional chapters enables the student to carry out a systematic analysis of a particular destination by providing insights on cultural characteristics as well as information on specific places This volume is an invaluable resource for studying every destination in the world explaining tourism demand evaluating the many types of tourist attractions and examining the trends that may shape the future geography of tourism This thorough guide is a must have for any student undertaking a course in travel and tourism *Managing Heritage and Cultural Tourism Resources* Dallen J. Timothy, 2007 Part of a three volume reference series which provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on tourism heritage and culture This first volume deals primarily with issues of conservation interpretation impacts of tourism and the management of those impacts *The Tourist Experience* Chris Ryan, 2002 In *The Tourist Experience* Chris Ryan presents a collection of essays which explore past attitudes towards holidays motivations for holidays and the nature of holiday locations and events *The Global Tourism System* Scarlett Cornelissen, 2005 Focusing on the political economy of the international tourism sector in the era of globalization and its impact in developing contexts this book employs a case study analysis of South Africa to assess how international tourism as a global system of trade production exchange and governance plays out in developing countries It also examines its benefits and disadvantages for these countries Scarlett Cornelissen explores the nature and extent of global tourism production consumption and regulation and how these bear upon developmental prospects specifically in the South She also highlights lessons for other developing countries about the limitations and possibilities for greater linkage to the global tourism system The book is suitable for both scholars and practitioners interested in global tourism international political economy development Africa and cultural studies **Hospitality and Tourism Management** Petter M. Berge, 2010 Tourism is an activity that can have a truly major impact on sustainable development In this book similarities and differences between international tourists from China France and the USA are investigated Moreover the significant role that culture holds in affecting travellers buying behaviour has led growing number of researchers to study differences particularly between Western and Asian countries This book undertakes a critical review of these and relevant issues affecting the reliability and validity of cross cultural research CCR In addition small countries exceptional natural beauty and unique cultural resources often look towards tourism development as an economic growth strategy However communities often disagree on the nature of development strategies The authors of this book propose a standard methodology on sustainable tourism for application in tourism destinations and enterprises in all the business cycle of tourism activity Furthermore due to the affect of globalisation and the rapid changes that occur in global higher education during the past decade the concept of internationalisation in higher education institutions has been widely discussed This book reviews various aspects of internationalisation and discusses its applications implications in relation to the hospitality higher education Other chapters provide an exploratory analysis of gender differences in perceptions of managerial work investigate destination

benchmarking in the context of measuring customer satisfaction as an output of performance improvement and provides a theoretical framework that investigates the fundamentals of discounting and empirically assesses the efficacy of the discounting process in the lodging industry The Earthscan Reader in Sustainable Tourism Lesley A. France,1997 First Published in 1997 Routledge is an imprint of Taylor Francis an informa company **Tourism Promotion and Power** Nigel Morgan,Annette Pritchard,1998 Informed by modern marketing theory this book offers a unique approach by taking a comprehensive synthesised and integrated sociological and cultural approach to tourism marketing It focuses on controversial issues of tourism imagery highlighting issues such as gender sexuality and race as key determinants of tourism power dimensions Students of tourism will find this book a thought provoking and conceptual evaluation of the subject Practitioners will find value in the discussion of how the issues raised have been integrated throughout the case studies

Tourism Recreation Research ,2008 Forthcoming Books Rose Arny,2001 Tourism and Longhouse Communities Todd Dias,2001 **The Political Economy of Tourism Development in Africa** Peter U. C. Dieke,2000 Long Range Planning Society for Long Range Planning,European Planning Federation,1968 **Tourism Economics** ,2006

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