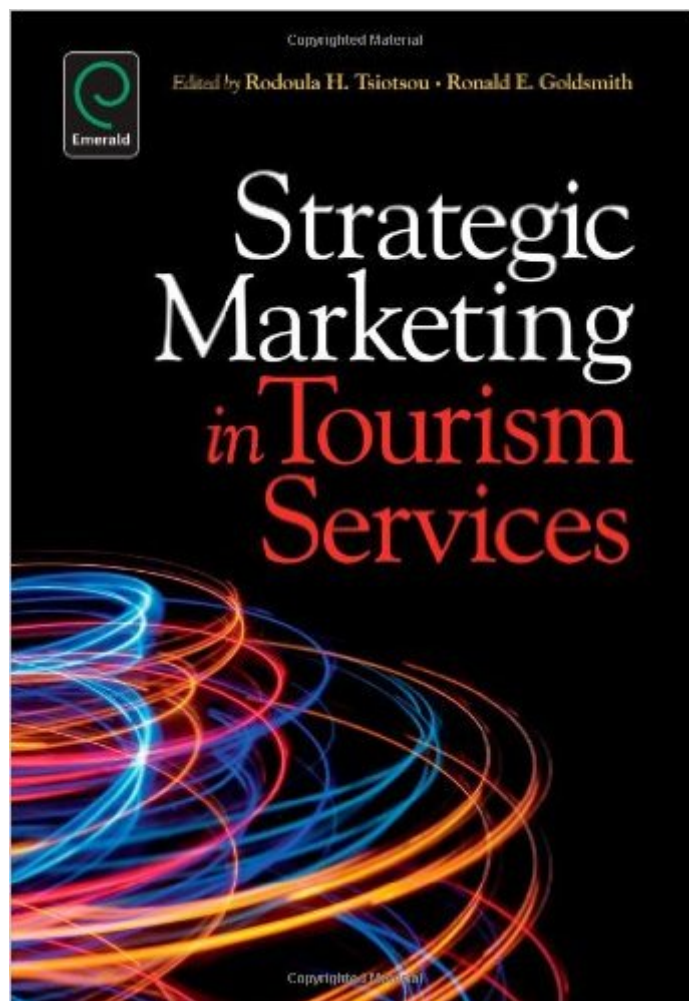


The book was found

Strategic Marketing In Tourism Services



Synopsis

Tourism services all over the world currently face rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. Moreover, it is expected that tourism will be one of the industries that will be most affected by the current recession. The long-term success of tourism services in such a fierce competitive and financially difficult environment depends not only on being able to satisfy customers needs and desires, but to strategically respond to current global challenges. Therefore, strategic marketing becomes a necessary practice in contemporary tourism services firms. Strategic Marketing in Tourism Services focuses on marketing strategies implemented in tourism services firms and includes a collection of papers related to specific marketing strategies. The book presents the application of specific marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism. Furthermore, it presents the strategic responses of each tourism sub-sector - hospitality, air transport, tour operation, travel agencies and the tourism destinations - from various countries around the world.

Book Information

Hardcover: 434 pages

Publisher: Emerald Group Publishing Limited (May 10, 2012)

Language: English

ISBN-10: 1780520700

ISBN-13: 978-1780520704

Product Dimensions: 6.4 x 1.1 x 9.5 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #1,609,642 in Books (See Top 100 in Books) #314 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #1216 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #1473 inÂ Books > Business & Money > Management & Leadership > Training

Customer Reviews

Strategic Marketing in Tourism Services is a succinct and cutting edge text -- I particularly like its excellent coverage of relationship marketing, experimental marketing and e-marketing. This text is highly relevant, practical and to the point. Students and practitioners alike will find is a great source of knowledge and actionable ideas!

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Strategic Marketing in Tourism Services Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods (Africa Development Forum) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Microsoft Win32 Developer's Reference Library - (Microsoft Developers Library Win 32 BASE SERVICES (Microsoft Win 32 - Base Services) Human Services in Contemporary America (Introduction to Human Services) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Auditing & Assurance Services, 5th Edition (Auditing and Assurance Services) Auditing & Assurance Services with ACL Software Student CD-ROM with Connect (Auditing and Assurance Services) No B.S. Direct Marketing: The

Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing
Businesses

[Dmca](#)