



Tourism Marketing for cities and towns using branding and events to attract tourism /

Kolb, Bonita M.

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Monografía

Tourism Marketing for Cities and Towns provides thorough and succinct coverage of marketing theory specific to the tourism industry. It focuses on developing the branded destination with special emphasis on promotional planning. In addition, it contains numerous international examples, discussion questions, and strategic planning worksheets. * Thorough treatment and succinct coverage of marketing theory specific to the tourism industry * Focuses on developing the branded destination with special emphasis on promotional planning * Contains practical international examples, discussion questions, and strategic planning worksheets

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Contenido: Tourism to cities and towns -- Marketing theory and the external environment -- Tourism product analysis -- Strategic analysis -- Segmenting and targeting potential tourists -- Tourist purchase behavior -- Tourism research -- Packaging the tourism product -- Branding tourism destinations -- Advertising and public relations -- Sales incentives, direct marketing, and website development -- Trade promotion, budgeting, and collaboration

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