



Progress in tourism marketing

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Elsevier,

2006

Electronic books

Monografía

The aim of this book are two-fold: (1) to evaluate the current progress of theoretical approaches to tourism marketing and (2) to show the ways to further develop the concept of tourism marketing for application within tourist destinations and individual businesses and evaluate its potential impact on performance improvement. The structure is based upon the inclusion of an introduction and four main parts, namely IT marketing, destination competitiveness, image measurement, and consumer behaviour. There is a brief introduction for each part prior to the discussion of specific chapters just to

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Título: Progress in tourism marketing electronic resource] [edited by] Metin Kozak, Luisa Andreu

Edición: 1st ed

Editorial: Amsterdam Boston London Elsevier 2006

Descripción física: 1 online resource (327 p.)

Mención de serie: Advances in tourism research

Nota general: Description based upon print version of record

Bibliografía: Includes bibliographical references and indexes

Contenido: PROGRESS IN TOURISM MARKETING; Copyright; Contents; List of Figures; List of Tables; Contributors; About the Authors; Preface; Chapter 1 Introduction: Tourism and Hospitality Marketing Research - Update and Suggestions; Part I "IT" Marketing; Introduction; Chapter 2 A Historical Development of "IT" in Tourism Marketing; Chapter 3 Use of Electronic Documents and Brochures for Sustainable Tourism Marketing; Chapter 4 Online Travel Purchases from Third-Party Travel Web Sites; Part II Destination Marketing and Competitiveness; Introduction Chapter 5 Destination Marketing: A Framework for Future ResearchChapter 6 A Reclassification of Tourism Industries to Identify the Focal Actors; Chapter 7 A Comparative Analysis of Competition Models for Tourism Destinations; Chapter 8 Media Strategies for Improving National Images during Tourism Crises; Part III Market Segmentation; Introduction; Chapter 9 Using the Experientially based Approach to

Segment Heritage Site Visitors; Chapter 10 Motivations and Lifestyle: Segmentation Using the Construct A.I.O; Chapter 11 Correlates of Destination Risk Perception and Risk Reduction Strategies Chapter 12 Segmented (Differential or Discriminatory) Pricing and Its ConsequencesPart IV Consumer Behavior; Introduction; Chapter 13 Seeking to Escape: Sights over Approach-Avoidance Dialectics; Chapter 14 Cultural Approximation and Tourist Satisfaction; Chapter 15 The Role of Non-Monetary Costs in a Model of Leisure Travel Value; Chapter 16 Studying Visitor Loyalty to Rural Tourist Destinations; Chapter 17 Waiting Time Effects on the Leisure Experience and Visitor Emotions; Chapter 18 Effects of Price Promotions on Consumer Loyalty towards Travel Agencies; Author Index; Subject Index

Lengua: English

ISBN: 1-281-05020-2 9786611050207 1-136-37148-6 0-08-048048-9

Materia: Tourism- Marketing Travel

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Enlace a formato físico adicional: 0-08-045040-7

Punto acceso adicional serie-Título: Advances in tourism research series

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