



Destination marketing and management [theories and applications /

Wang, Youcheng

Pizam, Abraham

CAB International,

c2011

Tourism-

Tourism-

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbgVicmF0aW9uOmVzLmJhcmF0ei5yZW4vNjQwMjE5OA>

Título: Destination marketing and management [Recurso electrónico] : theories and applications edited by Youcheng Wang and Abraham Pizam

Editorial: Cambridge CAB International c2011

Descripción física: x, 370 p. ill

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: pt. 1. Destination marketing and management : concepts, structures and policies -- pt. 2. Destination marketing : understanding consumer decision making -- pt. 3. Destination marketing : research, branding and image communication -- pt. 4. Destination product development and distribution -- pt. 5. Managing stakeholders at destinations -- pt. 6. Safety and crisis management at destinations -- pt. 7. Managing competitiveness and sustainability and embracing challenges and opportunities

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781845937621 (permanent paper) 9781845937003 (e-book)

Autores: Wang, Youcheng Pizam, Abraham

- (+34) 91 456 03 60
- informa@baratz.es