

Tourism Marketing

In the Age of the Consumer

Tourism Marketing: In the Age of the Consumer offers a fresh and contemporary approach as an introductory textbook on tourism marketing. Six major themes along with the traditional core marketing principles are blended together: - Age of the consumer: This book places the customer at the heart of tourism marketing and not the sector's promotional apparatus. - Experiences: It highlights the growing consumer interest in the enjoyment of experiences and experiential marketing. - New media: Social media and e-marketing are given emphasis throughout. Coverage of new media is present in all chapters. - Global marketplace: Every chapter adopts a global outlook and offers international perspectives. - Environment and social responsibility: An emphasis is placed on the sustainability of tourism, including the concepts of ethical tourism and social responsibility. - Events: This book treats events as a major tourism marketing topic and integrates events within the concept of experiential marketing. Written in an engaging and accessible style, Tourism Marketing: In the Age of the Consumer is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism, the sharing economy, staycations, event bidding, coping with COVID-19, air travel emissions and many more. Four features add interest and bring greater pedagogical value – Quick Bytes, Case Studies, Industry Voices and Vignettes. This will be essential reading for all tourism marketing students.



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