

Planning and Managing the Experience Economy in Tourism

Tourism is facing a new paradigm that has been brought on by the introduction of experiences in the development, management, and promotion of tourism. Associating experiences to tourism destination and products allows tourists to relate to their vacations differently and helps to fuel a destination's competitiveness and compliance with new needs and motivations that are being driven by the tourists. When properly design, managed, and developed, tourism experiences can contribute to the destination's overall sustainability by maximizing tourism's positive impacts and fostering their spillover to local communities. Planning and Managing the Experience Economy in Tourism is an essential reference book that seeks to advance research on tourism experience as well as investigate how tourism experiences can create and increase tourism competitiveness. The book explores how the experience concept has evolved in the last decade, alongside the needs and motivations of consumers, and how it can be conceptualized, designed, managed, and implemented both at the tourism firm and destination levels. Delving further into concepts like creative tourism, destination attributes, and smart experiences, this book serves as a dynamic resource for travel agencies, tourism managers, tourism professionals, marketers, destination managers, government officials, policymakers, academicians, students, tourism officials, planners, and researchers.

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