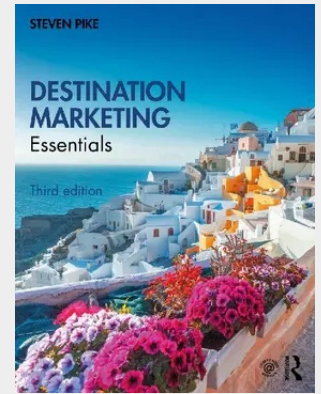


Destination Marketing

Essentials

Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new third edition has been revised and updated to include: - 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant topics such as the Australian bushfires and the threat of COVID-19 - Brand-new pedagogical features such as in-chapter class activities, key term definitions, and highlighted critical points - New content on cross-sector consortia marketing for meetings and events, social media influencer marketing, the role of technology, resource consumption and climate change, creativity and innovation in developing destination branding, experiential destination marketing and the influence of culture and sustainability on destination marketing - Links to free access of the author's journal articles on destination marketing It is written in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level by using topical examples.

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*Lieferfrist: bis zu 10 Tage***Artikelnummer:** 9780367469542**Medium:** Buch**ISBN:** 978-0-367-46954-2**Verlag:** Routledge**Erscheinungstermin:** 20.10.2020**Sprache(n):** Englisch**Auflage:** 3. Auflage 2020**Produktform:** Kartoniert**Gewicht:** 655 g**Seiten:** 336**Format (B x H):** 189 x 246 mm