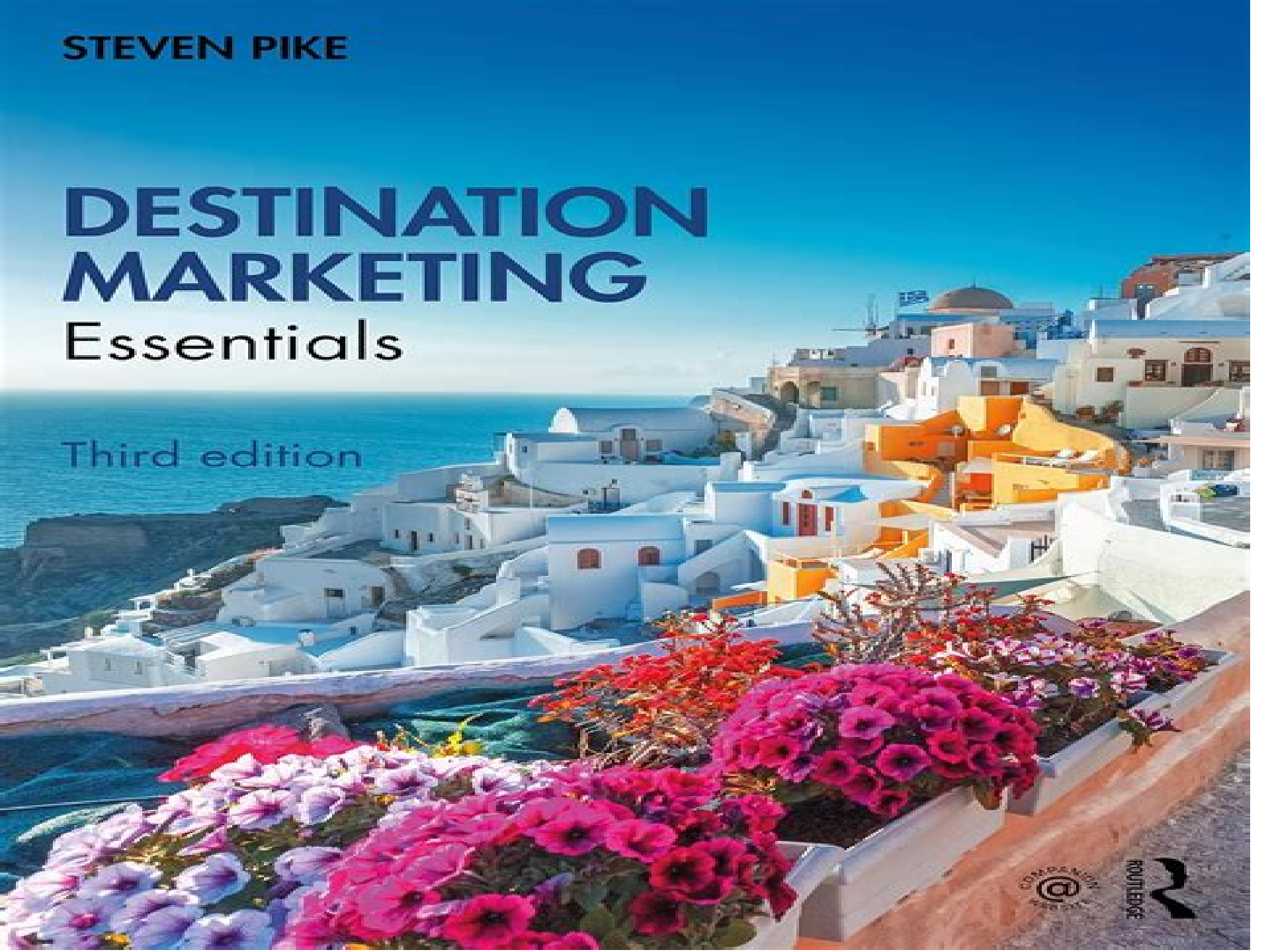


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DESTINATION MARKETING

Essentials

Third edition



Destination Marketing Essentials Steven Pike



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options for performance measurement **The SAGE Handbook of Tourism Management** Chris Cooper, Serena Volo, William C. Gartner, Noel Scott, 2021-08-04 The SAGE Handbook of Tourism Management is a critical authoritative review of tourism management written by leading international thinkers and academics in the field Arranged over two volumes the chapters are framed as critical synoptic pieces covering key developments current issues and debates and emerging trends and future considerations for the field The two volumes focus in turn on the theories concepts and disciplines that underpin tourism management in volume one followed by examinations of how those ideas and concepts have been applied in the second volume Chapters are structured around twelve key themes Volume One Part One Researching Tourism Part Two Social Analysis Part Three Economic Analysis Part Four Technological Analysis Part Five Environmental Analysis Part Six Political Analysis Volume Two Part One Approaching Tourism Part Two Destination Applications Part Three Marketing Applications Part Four Tourism Product Markets Part Five Technological Applications Part Six Environmental Applications This handbook offers a fresh contemporary and definitive look at tourism management making it an essential resource for academics researchers and students Fans and Fan Cultures Henrik Linden, Sara Linden, 2016-12-20 Exploring the ambiguous relationship between fandom and consumer culture this book provides a critical overview of fans fan cultures and fan experiences in relation to the broader experience and transformation economy Fans and Fan Cultures discusses key theoretical concepts concerning celebrity fandoms subculture consumerism and marketing through a range of examples in film travel and tourism football and music With an emphasis on social media and how various online platforms are utilised by brands artists and fans the authors explore how this type of communication often contributes to trivialising authentic expressions of cultural and social values and identities **Career Opportunities in Casinos and Casino Hotels** Shelly Field, 2009 Features numerous job profiles in the casino and gaming industry and includes appendixes covering professional organizations schools associations unions and casinos Career profiles include blackjack dealer casino host concierge and hotel publicist Destination Marketing Organisations Steven Pike, 2007-06-01 Travellers are now spoilt by choice of available holiday destinations In today's crowded tourism market place destination competitiveness demands an effective marketing organisation Two themes underpin Destination Marketing Organisations The first is the challenges associated with promoting multi attributed destinations in dynamic and heterogeneous markets and the second is the divide between tourism practitioners and academics Written by a former practitioner Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of practical value to DMOs Key learning outcomes are to enhance understanding of the fundamental issues relating to The rationale for the establishment of DMOs The structure roles goals and functions of DMOs The key opportunities challenges and constraints facing DMOs The complexities of marketing destinations as tourism brands The Author Dr Steven Pike PhD spent 17 years in the tourism industry working in destination marketing organisations before joining academia He is currently a Visiting Scholar with the School of Advertising Marketing

and Public Relations at Queensland University of Technology and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University □□□□ ,2009 *Tourism Recreation Research* ,2009

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