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Marketing Communications in Tourism And Hospitality

Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry.

To ensure effective services marketing, tourism marketers need to be strategic and persuasive in order to convince specific types of potential visitors to come to your town, city or attraction. Understanding your customer and the unique experience your attraction provides helps you to communicate clearly.

Tourism and Marketing Communications | EforAll

The rapidly changing nature of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment has led to an increased emphasis on communication strategies. Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital discipline specifically for the tourism and hospitality industry.

Marketing Communications in Tourism and Hospitality ...

Consulting all of this data and characteristics of where traditional marketing communication tools like advertising, personal sales, publicity, participation in fairs and exhibitions, sponsorship, sales promotions and especially some new ones like direct marketing, public relations, internet marketing could lead to successful marketing communication of massive tourist destination (Hunt, 2006).

Modern Marketing Communications in Tourism - ResearchGC.com

Marketing Communications in Tourism and Hospitality: concepts, strategies and cases is the first text to discuss this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry.

Marketing Communications in Tourism and Hospitality by ...