

Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)



Filesize: 7.11 MB

Reviews

Comprehensive manual for ebook fans. I am quite late in start reading this one, but better then never. Its been written in an exceptionally basic way and is particularly merely soon after i finished reading this publication in which really changed me, affect the way in my opinion.

(Prof. Antone Olson II)

SYNERGISM BETWEEN ONLINE BRANDING AND PROMOTION OF TOURISM DESTINATION: REVIEW IN THE CONTEXT OF DESTINATION MANAGEMENT ORGANIZATIONS (DMOS)



To download **Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)** PDF, you should access the web link listed below and save the document or have accessibility to other information that are have conjunction with SYNERGISM BETWEEN ONLINE BRANDING AND PROMOTION OF TOURISM DESTINATION: REVIEW IN THE CONTEXT OF DESTINATION MANAGEMENT ORGANIZATIONS (DMOS) book.

Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 223x149x17 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2010 in the subject Instructor Plans: Gastronomy / Hospitality / Tourism, printed single-sided, grade: -, - (-), course: -, language: English, abstract: The present study is based on exploring the link between online branding and tourism destination s promotion. From the last two decades, the online media(s) and internet tools contributing enormously in promotion of products as well as services. With the advent of globalization, the service sector also upgraded and the world-class customers are emerged. Henceforth, the promotion of tourism destination by using the online media(s) has drawn extensive attention with ample amount of opportunities. The strategic role played by internet and online technologies in the promotion of tourism destinations across the globe has been catching the attention of researchers to fully explore this segment and utilizing it to earn the desired results. The overall process of online branding contributes in the worldwide promotion of tourism destinations and ultimately it helps to secure the sustainable competitive advantage. There are several case studies of the tourism destinations which preferred and utilized the latest online technologies as their main conduit to promote and nourish their destinations to reach their potential markets and able to promote it and also creating the wider scope for future online branding strategies. The findings of the study suggesting also considered the online branding strategies along with traditional methods of destination branding. 36 pp. Englisch.



[Read Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations \(DMOs\) Online](#)



[Download PDF Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations \(DMOs\)](#)

Other eBooks



[PDF] Psychologisches Testverfahren

Click the link below to download and read "Psychologisches Testverfahren" PDF file.

[Save PDF »](#)



[PDF] Programming in D

Click the link below to download and read "Programming in D" PDF file.

[Save PDF »](#)



[PDF] The Java Tutorial (3rd Edition)

Click the link below to download and read "The Java Tutorial (3rd Edition)" PDF file.

[Save PDF »](#)



[PDF] New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Click the link below to download and read "New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond" PDF file.

[Save PDF »](#)



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Click the link below to download and read "Adobe Indesign CS/Cs2 Breakthroughs" PDF file.

[Save PDF »](#)



[PDF] Sport is Fun (Red B) NF

Click the link below to download and read "Sport is Fun (Red B) NF" PDF file.

[Save PDF »](#)