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Successful Tourism Marketing (Paperback)

By Susan Briggs

Kogan Page Ltd, United Kingdom, 2006. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book ***** Print on Demand *****.Travel and tourism are set to become the world's largest industry. With improved marketing, most tourism businesses could claim a bigger share of this lucrative but fragmented industry. Successful Tourism Marketing is designed to benefit anyone seeking to promote a tourism product or service, whether it is a destination, visitor attraction, hotel or tour operation. Rather than concentrating solely on marketing principles, Successful Tourism Marketing considers the many markets for tourism products, how to target the markets you wish to reach and illustrates the theory with a range of case studies. Also offered is practical advice and information on promotional activities, including print material, direct mail, public relations, advertising, selling and exhibitions. Now in its second edition, Successful Tourism Marketing considers domestic and overseas markets for tourism products and covers both the travel trade and independent travelers. This book will equip readers with a thorough and practical grounding in tourism and the essentials and peculiarities of marketing in this field.



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