

Development of a merchandising article for a selected tourism destination/attraction



Filesize: 7.88 MB

Reviews

This ebook will be worth buying. It usually fails to price an excessive amount of. You wont feel monotony at whenever you want of your respective time (that's what catalogs are for regarding in the event you check with me).
(Ernest Vandervort)

DEVELOPMENT OF A MERCHANDISING ARTICLE FOR A SELECTED TOURISM DESTINATION/ATTRACTION

[DOWNLOAD](#)

GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Tourism, grade: 2,7, Stralsund University of Applied Sciences, language: English, abstract: Every company has its entrepreneurial aims such as market share, increasing profit, growth, enhanced image, satisfied and loyal customers. In the leisure and tourism industry the satisfaction of customer s needs and expectations through delivering benefits both tangibles and intangibles at a high quality is more important than anywhere else. The desires and expectations of the customers are changing very quickly. The number of competitors is rising. The competition for customers is getting harder and harder. In order to balance the customer s expected benefits with the company s economic goals there is the marketing department which is responsible for satisfied, loyal customers and profit generation by implementing a certain strategy and conducting diverse activities. On the fact of boosting sales one part of marketing becomes very important: merchandising. With the help of merchandising- knowledge a company can create extra-value to their products and services to catch customers and increase sales. This can be done by supporting promotional actions, special events, incentives or single products with a certain value. In the leisure and tourism industry this is in most cases related to attractions and destinations. It offers the chance to give a tangible to the customer that will remind him of the experience he/she have just made. It can also help to attract new customers or to represent your business/ your attraction on fairs. We are living in an experience economy. Leisure and tourism products are experiences. Story-telling becomes a part of the marketing activities. That is why merchandising is situated in the broad context of selling...

[Read Development of a merchandising article for a selected tourism destination/attraction Online](#)[Download PDF Development of a merchandising article for a selected tourism destination/attraction](#)

Relevant Books



The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators...

[Save PDF »](#)



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to...

[Save PDF »](#)



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and...

[Save PDF »](#)



13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Reader s Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local...

[Save PDF »](#)



Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service...

[Save PDF »](#)

**A Smarter Way to Learn JQuery: Learn It Faster. Remember It Longer.**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.You're going to get the hang of jQuery in less

[Save PDF »](#)

**Mass Media Law: The Printing Press to the Internet**

Peter Lang Publishing Inc, United States, 2013. Paperback. Book Condition: New. New.. 251 x 175 mm. Language: English . Brand New Book. Digital media law is now the dynamic legal territory. Mass Media Law: The

[Save PDF »](#)

**The Preschool Church Church School Lesson for Three to Five Year Olds by Eve Parker 1996 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Save PDF »](#)

**Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Save PDF »](#)

**Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values**

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead.

[Save PDF »](#)