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*Marketing Tourism: A Practical Guide (Longman/ILAM Leisure Management) [Alan Jefferson, Leonard Lickorish] on calendrierdelascience.com *FREE* shipping on qualifying offers. The explanation of the principles of tourism and its marketing characteristics offered in this book should provide the framework for marketing planning and operation by all tourist interests in the public and private sectors.*

A useful and pragmatic approach to understanding how to market travel products and destinations, Leisure Travel enables students to understand the needs of different types of travelers based on their personality profiles. Features Primary focus of the book is on marketing. Teaches students how to market travel more effectively. Easily understood, comprehensive overview-Provides successful case examples of repositioning and rebranding destinations and travel products from around the world. Offers students a conceptual framework to understand how different travel products and destinations appeal to different personality types. Up-to-date review of Dr. Helps students and instructors understand how destinations rise and fall in popularity and how to target and market effectively for tourism growth. A view of the future of leisure travel-Provides perspective on the changing dynamics that will impact travel in the future, and how this will impact travel suppliers. Offers students an approach to ensure a better future for travel. Table of Contents I. A Personal View of the Travel Industry. An Industry That Changed the World. Why Destinations Rise and Fall in Popularity. The Psychographics of Travel Segments. The Demographics of Travel. The Importance of Positioning and Branding. Using Psychographics for Effective Marketing. Repositioning Destinations for Maximum Growth. A Delicate Balance for the Future of Travel. Ensuring a Future for Leisure Travel. The career of Stanley C. Plog spans the worlds of academia, professional consulting, and business development. He founded Plog Research, Inc. The company serves a broad segment of the travel industry throughout the world, including airlines, hotel chains, destinations, cruise lines, rental car companies, and travel media. The popular press has labeled him "Dr. Destination" for his ability to turn around destinations and resort areas that face declining revenues. His accomplishments include helping rejuvenate troubled airlines, cruise lines, hotel groups, and other travel-related companies. He frequently speaks at major travel conferences worldwide, and is a regular contributor to ASTA Agency Management, Travel Weekly, and other trade publications. He has written two other books on travel Leisure Travel: Making it a Growth Market Currently, he operates as an independent consultant, continues to assist his previous company now owned by NFO Worldwide , services an online research company Equation Research , and provides guidance to destinations and travel suppliers.

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Get this from a library! Leisure marketing. [Peter J Leadley; Institute of Leisure & Amenity Management (Great Britain)] -- This text introduces the concept and practice of marketing and shows how it can be developed to meet the requirements of leisure organizations.