

# Strategic Perspectives in Destination Marketing

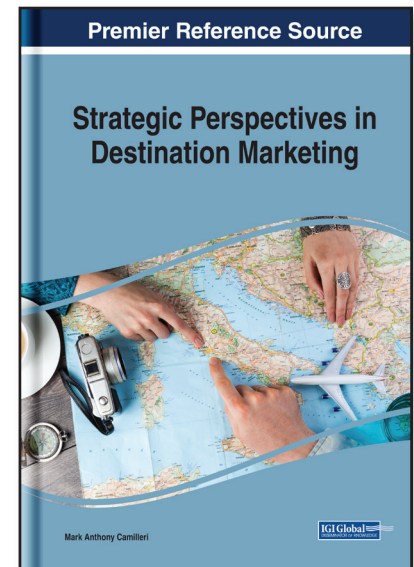
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

The marketing of a destination requires effective planning and organization to engage prospective visitors. However, adequately marketing a destination requires not only a knowledge of the marketing channels but also an in-depth understanding of the motives and facilitators of tourism.

**Strategic Perspectives in Destination Marketing** is a collection of innovative research on the methods and applications of branding in the tourism, travel, and hospitality industry sectors. It explores the pedagogical applications of socio-economic, environmental, and technological impacts of tourism through various regional-focused empirical studies and contemporary discussions. While highlighting topics including destination authenticity, consumer behavior, online travel businesses, and tourism promotion, this book is ideally designed for managers, travel agents, tourism professionals, executives, marketing agencies, academicians, researchers, and graduate-level students seeking current research on the applications of branding strategies in the tourism sector.



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## Topics Covered:

- Consumer Behavior
- Cultural Attractiveness
- Destination Authenticity
- Knowledge Management
- Marketing
- Price Fencing
- Public Relations
- Tourism Intermediaries
- Tourism Promotion
- Travel Agencies

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