

Strategic Place Branding Methodologies and Theory for Tourist Attraction

Part of the Advances in Hospitality, Tourism, and the Services Industry

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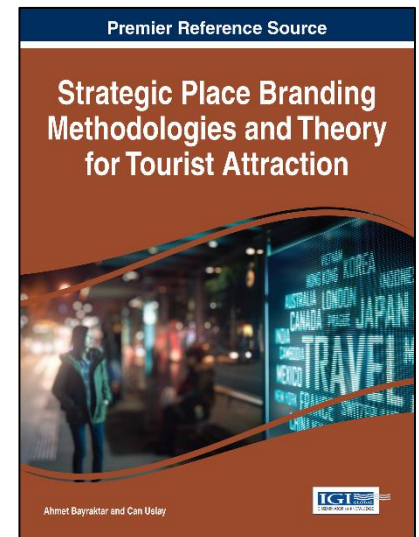
Description:

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population.

Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlights theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world.

Readers:

This publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.



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Topics Covered:

- Cultural Perspectives
- Health Tourism
- Location Identity
- Netnography
- Place Branding
- Social Media
- Sustainable Communication

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