

# Managing Festivals for Destination Marketing and Branding

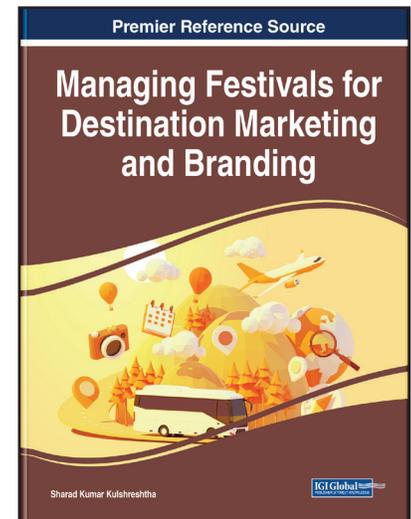
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

Festivals across the world represent the joy, recreation, and traditions of their different societies and cultures. There is a plethora of reasons to commemorate and organize such events. Every festival has its own distinct personality, charms, appeal, and experiences that are closely linked to culture, customs, issues, core values, and more. All of these factors combine to create a one-of-a-kind selling offer for specific destinations. Festival attractions can serve to popularize and strengthen the tourist economy, as well as to promote employment, entrepreneurship, and tourism destination branding for the location.

**Managing Festivals for Destination Marketing and Branding** addresses the most current and promising parts of tourism-centric festivals, which are held in numerous tourist areas throughout the world. It links tourism festivals around the world as a catalyst for destination marketing and identity. Covering topics such as destination brand equity, social media networks, and motivations and expectations of tourists, this premier reference work is a dynamic resource for business executives and leaders, brand managers, event managers, festival managers, government officials, students and educators of higher education, librarians, researchers, and academicians.



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## Topics Covered:

Culinary Festivals  
Destination Brand Equity  
Destination Marketing and Branding  
Event Promotion  
Festival Sponsors

Long-Term Forecasting  
Motivations and Expectations of Tourists  
Participation  
Social Media Networks  
Sustainable Tourism Development

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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