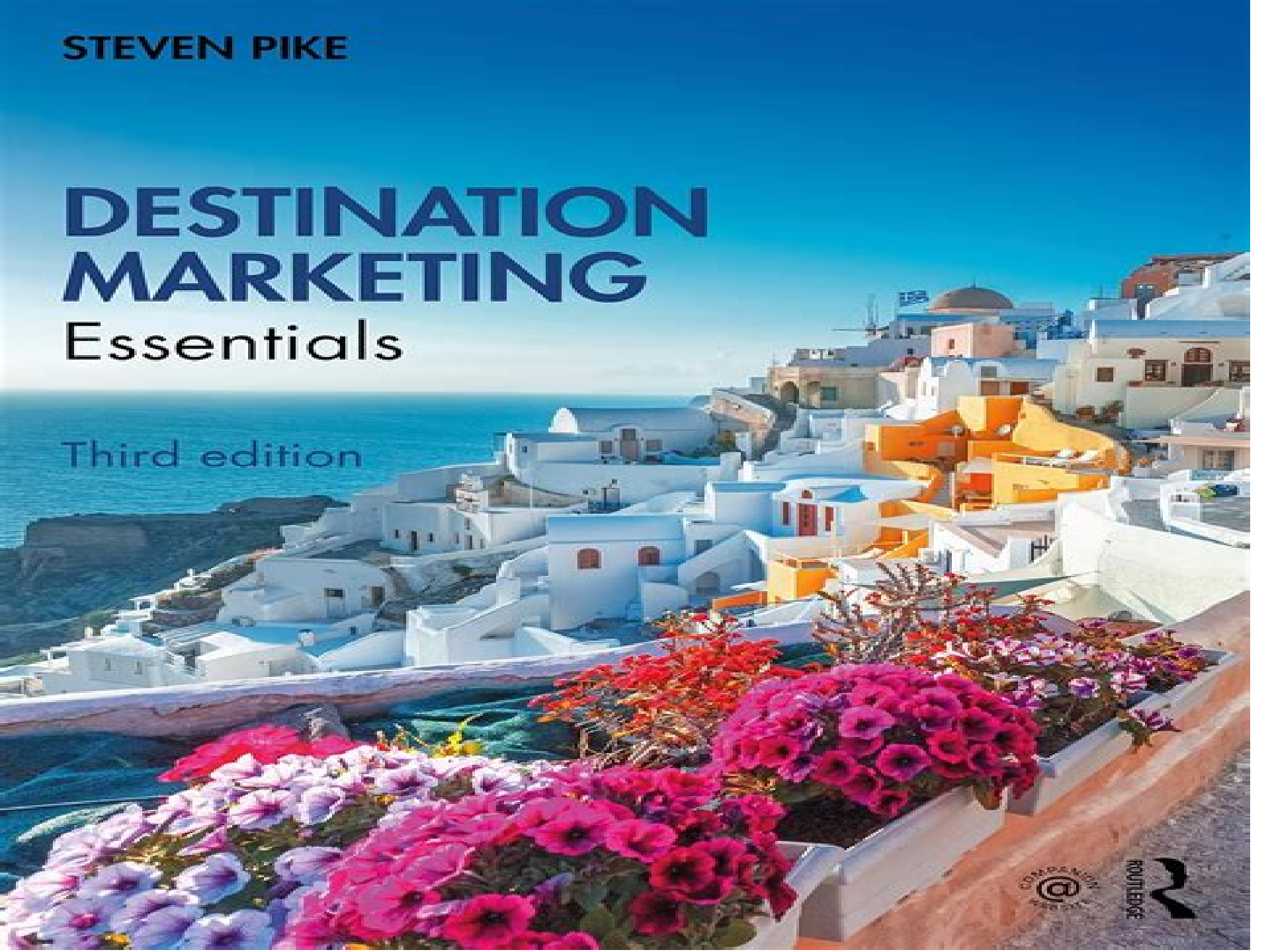


STEVEN PIKE

DESTINATION MARKETING

Essentials

Third edition



Destination Marketing Essentials Steven Pike

Christian Drosten



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Destination Marketing Steven Pike, 2015-12-14 *Destination Marketing* offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations DMOs and how destination marketing can be planned implemented and evaluated to achieve successful destination competitiveness This new second edition has been revised and updated to include new slimline 15 chapter structure new chapters on Destination Competitiveness and Technology new and updated case studies throughout including emerging markets new content on social media marketing in destination marketing organisations and sustainable destination marketing additional online resources for lecturers and students including PowerPoint slides quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer business national and international level by using topical examples

Tourism Marketing for Small Businesses Steven Pike, 2018-02-22 This unique text focuses on the application of global marketing principles specifically for small tourism businesses around the world and provides the building block for effective and practical marketing plans

Destination Marketing Steven Pike, 2012-08-06 The tourism market is fiercely competitive No other market place has as many brands competing for attention and yet only a handful of countries account for 75% of the world's visitor arrivals The other 200 or so are left to fight for a share of the remaining 25% Therefore destination marketers at city state and national levels have arguably a far more challenging role than other services or consumer goods marketers *Destination Marketing* an integrated marketing communication approach focuses on the five core tenets of integrated marketing communications These embody both the opportunities and challenges facing Destination Marketing Organisations DMOs and are 1 Profitable customer relationships 2 Enhancing stakeholder relationships 3 Cross functional processes 4 Stimulating purposeful dialogue with customers and 5 Generating message synergy The author seeks to provide a rationale for DMOs to develop a structure roles and goals of DMOs to examine the key challenges and constraints facing DMOs to impart a destination branding process to develop a philosophy of integrated marketing communications to lead the emergence of visitor and stakeholder relationship management and to set forth options for performance measurement

The SAGE Handbook of Tourism Management Chris Cooper, Serena Volo, William C. Gartner, Noel Scott, 2021-08-04 *The SAGE Handbook of Tourism Management* is a critical authoritative review of tourism management written by leading international thinkers and academics in the field Arranged over two volumes the chapters are framed as critical synoptic pieces covering key developments current issues and debates and emerging trends and future considerations for the field The two volumes focus in turn on the theories concepts and disciplines that underpin tourism management in volume one followed by examinations of how those ideas and concepts have been applied in the second volume Chapters are structured around twelve key themes Volume One Part One Researching Tourism Part Two Social Analysis Part Three Economic Analysis Part Four Technological Analysis Part Five Environmental

Analysis Part Six Political Analysis Volume Two Part One Approaching Tourism Part Two Destination Applications Part Three Marketing Applications Part Four Tourism Product Markets Part Five Technological Applications Part Six Environmental Applications This handbook offers a fresh contemporary and definitive look at tourism management making it an essential resource for academics researchers and students *Fans and Fan Cultures* Henrik Linden, Sara Linden, 2016-12-20

Exploring the ambiguous relationship between fandom and consumer culture this book provides a critical overview of fans fan cultures and fan experiences in relation to the broader experience and transformation economy *Fans and Fan Cultures* discusses key theoretical concepts concerning celebrity fandoms subculture consumerism and marketing through a range of examples in film travel and tourism football and music With an emphasis on social media and how various online platforms are utilised by brands artists and fans the authors explore how this type of communication often contributes to trivialising authentic expressions of cultural and social values and identities **Career Opportunities in Casinos and Casino Hotels**

Shelly Field, 2009 Features numerous job profiles in the casino and gaming industry and includes appendixes covering professional organizations schools associations unions and casinos Career profiles include blackjack dealer casino host concierge and hotel publicist Destination Marketing Organisations Steven Pike, 2007-06-01 Travellers are now spoilt by choice of available holiday destinations In today's crowded tourism market place destination competitiveness demands an effective marketing organisation Two themes underpin Destination Marketing Organisations The first is the challenges associated with promoting multi attributed destinations in dynamic and heterogeneous markets and the second is the divide between tourism practitioners and academics Written by a former practitioner Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of practical value to DMOs Key learning outcomes are to enhance understanding of the fundamental issues relating to The rationale for the establishment of DMOs The structure roles goals and functions of DMOs The key opportunities challenges and constraints facing DMOs The complexities of marketing destinations as tourism brands The Author Dr Steven Pike PhD spent 17 years in the tourism industry working in destination marketing organisations before joining academia He is currently a Visiting Scholar with the School of Advertising Marketing and Public Relations at Queensland University of Technology and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University □□□□, 2009 **Tourism Recreation Research**, 2009 **Destination Marketing and Management**

Youcheng Wang, Abraham Pizam, 2011 This book offers a comprehensive understanding of the concept and scope of the tourism industry in general and of destination marketing and management in particular Taking an integrated and comprehensive approach it focuses on both the macro and micro aspects of destination marketing and management The book consists of 27 chapters presented in seven parts with the following themes concept scope and structure of destination marketing and management destination planning and policy consumer decision making processes destination marketing research destination branding and positioning destination product development and distribution the role of emerging

technologies in destination marketing destination stakeholder management destination safety disaster and crisis management destination competitiveness and sustainability and challenges and opportunities for destination marketing and management

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