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Titolo	Luxury Tourism : Market Trends, Changing Paradigms, and Best Practices // edited by Roland Conrady, David Ruetz, Marc Aeberhard
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Descrizione fisica	1 online resource (XII, 323 p. 38 illus., 30 illus. in color.)
Collana	Tourism, Hospitality & Event Management, , 2510-5000
Disciplina	338.479104
Soggetti	Tourism Management Luxury goods industry Consumer behavior Branding (Marketing) Tourism Management Luxury Consumer Behavior Branding Turisme Luxe Màrqueting turístic Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Development of the macro environment of the (luxury) tourism market -- Analysis of the luxury phenomenon -- Behavioral explanations of luxury consumption -- Marketing management of luxury providers -- Luxury and the tourism offer -- Luxury relevance of selected megatrends in tourism -- Analysis, design and future perspectives of luxury features -- Case Studies and Best Practice Examples of Luxury Tourism -- Summary and outlook.
Sommario/riassunto	Over the past two decades, through unprecedented levels of prosperity and changing values, luxury tourism has transformed into a new

consumption pattern. This book analyzes the topic in detail with contributions from both recognized scientists and prominent executives in the luxury business. It shows how the concept of luxury has shifted from material to immaterial dimensions, and outlines new trends that will shape the luxury market in the future. The content includes carefully selected leading examples from the most important segments of the tourism market, along with concrete recommendations and best practices. Sharing unique insights, the book is a must-read for those working in the tourism industry, as well as lecturers and university students of tourism.
