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Nota di contenuto	MARKETING TOURISMPACES; Copyright; Marketing tourism places; Copyright; Contents; List of Tables; List of Figures; Contributors; Preface; Chapter 1. Can Places be Sold for Tourism?; Introduction; Tourism Promotion and Tourist Use; Market Planning as Public Sector Place Management; Is a Tourism Destination a Product?; Is the Tourist a Place Customer?; Can Tourism Places be Managed through Market Planning?; How Much are we Selling Tourism Places for?; Can Places be Sold for Tourism?; I Theory and Concept Chapter 2. The Concept of Opportunity sets as a Methodological Framework for the Analysis of Selling Tourism Places: The Industry ViewIntroduction; The Concept of Opportunity Sets; Industry opportunity sets; Consumer opportunity sets; Destination opportunity sets; The Development of Industry Opportunity Sets; The consumer, industry, destination linkage; A matrix approach to industry opportunity sets; Profit maximisation; Sales maximisation; Market share maximisation; The Interrelationship of Consumer and Industry Opportunity Sets; Place and the Industry Opportunity Set Matrix; Conclusions

Chapter 3. People, Places and Priorities: Opportunity sets and Consumers' Holiday Choice Introduction; Understanding Holiday Choice; 'The push' - motivations; 'The pull' - images; Other factors in holiday choice; Opportunities and the Holidaymaker; A Three-Dimensional Matrix; Place Preference and Evaluation; Studies of place preference and evaluation; Measuring place preference and evaluation; Opportunity Sets and Choice; Perceived sets and consideration sets; The attainable set; Place preferences; Understanding a Holiday Choice using the Matrix; Conclusions: People, Places and Priorities

Chapter 4. Opportunity sets as Analytical Marketing Instruments: A Destination Area View The Opportunity Set Concept - An Application to Tourist Destination Areas; Characteristics of destination area opportunity sets; Interdependence of destination area opportunity sets; Segmentation of destination area opportunity sets; Penetration of Destination Area Opportunity Sets; Dependency of Destination Area Opportunity Sets; French Ski Resorts - A Case Study; The pattern of French skiing DAOSs; The pattern explained; DAOSs: An Evaluation

Chapter 5. Hedonic Prices and the Marketing of Package Holidays: The Case of Tourism Resorts in Malaga Introduction; The Tourism Resorts; The Hedonic Price Model; Results; Conclusions; Chapter 6. Strategies for Tourism Destination Development: An Investigation of the Role of Small Businesses; Overview and Role Assessment; Research Design; Purpose of the study; Data collection; Hypotheses; Data analysis; Discussion of the Findings; Conclusion and Implications; Financial implications; The quality issue; Marketing implications; Cooperative strategies; Further Research; II Shaping the Product

Chapter 7. Leisure + Shopping = Tourism Product Mix

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Sommario/riassunto

Tourism is well established as an important part of the new service economy, and the rewards it offers have stimulated intense competition in the tourism industry. Many destinations compete to attract potential tourists, each place having to work hard to distinguish itself from rivals offering similar or alternative attractions. This book explores how destinations invest increasing amounts of time and money into developing and promoting their 'products'. The contributors, from both academic institutes and the tourism industry, provide a multidisciplinary and professional analysis of w

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