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The Degree of Control which the Host Area exercises over the Development of the Tourism Industry and Destination AreaConclusion; 9. The Image of Destination Regions: Theoretical and Empirical Aspects; Introduction; Image and its relevance to Tourism; Image in the context of Economic Theory; Demand; Supply; Observations on both demand and supply and image; Empirical Implications; The Languedoc-Roussillon Study; The area; The fieldwork; The results; The visitor survey 150; The image study; Some general observations; Theory and the Languedoc-Roussillon Study; Future Research Developments

Modelling

Sommario/riassunto

This book examines how different sections of the tourism industry attempt to reach their markets. A wide range of distinctive forms of holiday are considered, and the influence their characteristics have on how they are marketed is discussed. But the approach is also comparative, and the relative success each area of the industry has in reaching its market is evaluated.
