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Altri autori (Persone)	WangYoucheng PizamAbraham
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Nota di contenuto	pt. 1. Destination marketing and management : concepts, structures and policies -- pt. 2. Destination marketing : understanding consumer decision making -- pt. 3. Destination marketing : research, branding and image communication -- pt. 4. Destination product development and distribution -- pt. 5. Managing stakeholders at destinations -- pt. 6. Safety and crisis management at destinations -- pt. 7. Managing competitiveness and sustainability and embracing challenges and opportunities.
Sommario/riassunto	Most tourism activities take place at a destination, and destination serves as a fundamental unit of analysis in any modelling of the tourism system. However, destination marketing and management is a complex subject that requires a comprehensive, holistic and systematic approach. From the demand side, travelers have a choice of available destinations; from the supply side, destination marketing organizations are vying for attention from a highly competitive marketplace. Taking an integrated and comprehensive approach, this book focuses on both the macro and micro aspects of destination marke

