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Titolo	Marketing Tourist Destinations in Emerging Economies : Towards Competitive and Sustainable Emerging Tourist Destinations // edited by Ishmael Mensah, Kandappan Balasubramanian, Mohd Raziff Jamaluddin, Gina Alcoriza, Vanessa Gaffar, S. Mostafa Rasoolimanesh
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Nota di contenuto	Part I: Destination attributes and features -- Chapter 1: Nature and scope of destination marketing in emerging economies -- Chapter 2: Marketing mix strategies of emerging tourist destinations: the case of Indonesia -- Chapter 3: Special events and destination marketing strategies in emerging economies in Asia -- Chapter 4: Competitiveness of emerging economies as tourist destinations -- Part II: Travel behaviour and ICT applications in destination marketing -- Chapter 5: Travel to emerging tourist destinations: motivations and decision-making processes -- Chapter 6: Service quality, tourist satisfaction and destination loyalty in emerging economies -- Chapter 7: Destination distribution systems and travel disintermediation in emerging economies -- Chapter 8: The progress of ICT applications in destination marketing in emerging economies -- Part III: Destination marketing process and activities -- Chapter 9: New approaches to market segmentation, targeting and positioning: the case of Maribojoc, Bohol, Philippines -- Chapter 10: Homecoming events and diaspora tourism promotion in emerging economies: the case of the year of

return 2019 campaign in Ghana -- Chapter 11: Destination branding slogans and their impacts on tourist arrivals: the case of the Philippines -- Chapter 12: Opportunities and challenges of globalization for ASEAN destinations through the one belt one road initiative -- Chapter 13: Marketing emerging tourist destinations during crisis and pandemics.

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Sommario/riassunto

While tourism is a key economic generator for many countries, emerging economies are confronted with additional challenges that those well-established destinations in North America, Australia and Europe normally don't have to contend with. The potential for terrorism, political unrest, natural disasters, accidents – not to mention epidemics – have the potential to derail tourism in emerging economies. To mitigate these risks, emerging destinations need well-coordinated management and marketing strategies. However, most texts on tourism destination marketing reflect destinations in more advanced countries. This book acknowledges the fact that emerging tourist destinations have unique characteristics and challenges, which have implications for destination marketing. Highlighting the marketing challenges, best practices and strategies relevant to emerging economies, this book covers core topics such as image creation and branding, destination marketing during crises and pandemics, market segmentation and the travel decision making process among others. Providing up to date knowledge on an otherwise under-explored topic, this collection is ideal reading for upper-level students, researchers and policymakers. Ishmael Mensah is a Professor of Tourism and Hospitality Management and Ghana Director of the Confucius Institute at the University of Cape Coast. He is also an external expert at Hunan City University. Kandappan Balasubramanian is an Associate Professor with the School of Hospitality, Tourism and Events, Taylor's University, Malaysia. Mohd Raziff Jamaluddin, is a senior member of the Faculty of Hotel and Tourism Management in the biggest university in Malaysia, Universiti Teknologi MARA. Gina Alcoriza is an Assistant Professor and the program chairperson for the Tourism Management programme at the University of Santo Tomas-Legazpi, Legazpi City, Philippines. Vanessa Gaffar is an Associate Professor of marketing in the Faculty of Economics and Business Education, Universitas Pendidikan Indonesia. She is currently a Vice Dean for Academic Affairs. S. Mostafa Rasoolimanesh is an Associate Professor at the School of Hospitality, Tourism & Events, at Taylor's University. Mostafa is an editorial board member of more than 10 reputed tourism and hospitality journals.

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