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Titolo	Basic Guide to Cultural Tourism Marketing : Practice Cultural Management // by Andrea Hausmann, Sarah Schuhbauer
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Concept, characteristics and planning process of cultural tourism marketing -- Marketing strategies: segmentation, branding, digitalization and collaborations -- Marketing mix in cultural tourism marketing -- Role of staff in service quality.
Sommario/riassunto	This essential explains the most important decisions to be made in the practice of cultural tourism marketing. After an introduction to the term and the central characteristics, the most important activities in the planning process of cultural tourism marketing are presented. Building on this, Andrea Hausmann and Sarah Schuhbauer describe marketing strategies that are particularly relevant in cultural tourism practice. These include dealing with relevant types of demand (segmentation), brand management (branding), the realisation of innovations (digitisation) and the behaviour towards the competition (cooperation and networks). In a next step, typical key aspects in the marketing mix of cultural tourism service providers are examined. Finally, the importance of staff for the quality of experience of tourism demand is

elaborated. The Content, Term, characteristics and planning process of cultural tourism marketing Marketing strategies: segmentation, branding, innovation (digitisation) and cooperation/networks Marketing mix in cultural tourism Role of staff in service quality The target groups

- Cultural institutions, cultural administrations, tourism organisations, other service providers
- Lecturers and students of cultural management, tourism and business administration

The authors Prof. Dr. Andrea Hausmann is a professor at the Institute for Cultural Management at the Ludwigsburg University of Education. She advises cultural institutions and tourism organisations on the topics of cultural tourism, cultural marketing and leadership. Sarah Schuhbauer, M.A., is research associate at the Institute for Cultural Management at the Ludwigsburg University of Education. Her work focuses on cultural tourism, cultural marketing and empirical research methods.

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