

1. Record Nr.	UNINA9910760493503321
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Titolo	Tourism Marketing in Western Europe
Pubbl/distr/stampa	Oxford : , : CAB International, , 2021 ©2022
ISBN	1-78924-876-0 1-78924-877-9
Descrizione fisica	1 online resource (282 pages)
Collana	CABI Regional Tourism Series
Altri autori (Persone)	StylidisDimitrios AndriotisKonstantinos Arcos-PumarolaJordi PernasJesús Barreal BauschThomas BorgesBernardo CalzaFrancesco ChoeJacey Conill-TetuàMarta
Disciplina	338.4791094
Soggetti	Turisme - Màrqueting Llibres electrònics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book looks at contemporary marketing tools utilised by various Western-European countries. It presents case studies on how tourism marketing in this region has been handled and evolved in an era of contradictory forces such as competitiveness versus sustainability, locality versus globalisation, maturity versus new product development.