

1. Record Nr.	UNINA9910779697203321
Titolo	Marketing in the tourism industry : the promotion of destination regions // edited by Brian Goodall and Gregory Ashworth
Pubbl/distr/stampa	London : , : Routledge, , 2013
ISBN	1-135-08338-X 0-203-06859-9 1-299-44807-0 1-135-08339-8
Descrizione fisica	1 online resource (265 p.)
Collana	Routledge library editions. Tourism ; ; v. 1
Altri autori (Persone)	AshworthG. J (Gregory John) GoodallBrian
Disciplina	910.688
Soggetti	Tourism - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Originally published: London : Croom Helm, 1988.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	MARKETING IN THE TOURISM INDUSTRY The Promotion of Destination Regions; Copyright; Contents; List of Tables; List of Figures; Contributors; Preface; 1. How Tourists Choose Their Holidays: An Analytical Framework; The Holiday Habit; The Holiday Selection Process; Motivations; Images; Choice of Resort; The search process; Evaluation of alternatives; Holiday Selection as an Analytical Framework; 2. Changing Patterns And Structure of European Tourism; Patterns of European Tourism; Origins and destinations; Holiday tourism; Structure of the European Tourism Industry; The tour operator The travel agentThe accommodation sector; Structure and patterns; Prospect; Future holiday-makers; The tourism industry; Perspective; 3. The Development of Tourism in the Least Developed Countries; Tourism Potential; Physical resources for tourism; Economic conditions for tourism development; Socio-cultural resources; Tourism Impact; The physical impact of tourism; The economic impacts of tourism; The social impacts of tourism; Conclusion; 4. The Role of Travel Agent and Tour Operator; Setting the scene; The role of the travel agent; Pre-sales service; The sales situation; After-sales service Changing structure and practicesThe Agent and the Tour Operator; 5.

The Role of the Tourist Board; Tourist Boards in the United Kingdom; The English Tourist Board; The Regional Tourist Boards in England; Differing roles of tourist boards; Government Guidelines; Future Outlook for Tourist Boards; Marketing Strategies; Conclusion; 6. Planning of Tourist Routes: The Green Coast Road in the Northern Netherlands; Context; Tourist Routes; The Green Coast Road; Planning objectives and problems; The research phases; The optimal route; Concluding remarks

7. Recreational Developments in Gravel Workings: The Limburg ExperienceIntroduction; The Historical and Geographical Background; Wet Restoration: Making a Virtue of Necessity; Aspects of Recreation Planning and Policy; Concluding Remarks; 8. The Economic Effects on Destination Areas of Foreign Involvement in the Tourism Industry: A Spanish Application; The Balance of Payments; The Distribution of Public and Private Revenue; The Value of Expenditure on Tourism and Associated Multiplier Effects in the Destination Area; Techniques of Production and the Level of Employment

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.
