

1. Record Nr.	UNINA9910785683903321
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Titolo	Managing and marketing tourist destinations : strategies to gain a competitive edge // by Metin Kozak and Seyhmus Baloglu
Pubbl/distr/stampa	New York : , : Routledge, , 2011
ISBN	1-136-90474-3 1-136-90475-1 1-283-03746-7 9786613037466 0-203-84230-8
Descrizione fisica	1 online resource (263 p.)
Collana	Routledge advances in tourism ; ; 21
Altri autori (Persone)	BalogluSeyhmus
Disciplina	910.68
Soggetti	Tourism - Management Tourism - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures; Tables; Boxes and Exhibits; Preface; Part I: Destination Competitiveness; 1 Why Destination Competitiveness?; 2 Destination Competitiveness: An Overview; 3 Determinants of Destination Competitiveness; Part II: Destination Management; 4 Destination-Based Management Strategies; 5 Destination-Based Total Quality Management; 6 Destination Benchmarking; Part III: Destination Marketing; 7 Destination-Based Marketing Strategies; 8 Destination Branding; 9 From Traditional Marketing to "IT" Marketing; References; Index
Sommario/riassunto	Destination marketing is more challenging than other goods and services. The basis of competitive advantage shifts from tourism resources only (destination marketing) to a location-based or city-wide integrated management (place marketing). In this book, tourism scholars Metin Kozak and Seyhmus Baloglu discuss and synthesize theories, models, techniques, and principles for strategic marketing and management of tourist destinations, and demonstrate ways in which to further develop the concept of destination competitiveness for application within these destinations. The authors highlight the

