

1. Record Nr.	UNINA9910807187903321
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Titolo	Cross-cultural destination image assessment : cultural segmentation versus the global tourist : an exploratory study of Arab-Islamic and Protestant European youths' pre-visitation image on Berlin // Wassim El Kadhi
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2009
ISBN	3-8366-2223-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (179 p.)
Disciplina	305.23/1 305.231
Soggetti	Culture and tourism
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cross-Cultural Destination Image Assessment:Cultural segmentation versus the global tourist; Abstract; Acknowledgements; Table of Contents; List of Tables; List of Figures; List of Appendices; List of Abbreviations; Chapter One: Introduction; Chapter Two: Berlin as a touristdestination; Chapter Three: Literature Review I Destination Image; Chapter Four: Literature Review II Globalisation: Its effects on consumer behaviour. Comparing Arab-Islamicand Protestant European Culture.; Chapter Five: Methodology; Chapter Six: Data analysis andfindings; Chapter Seven: Conclusion andrecommendations BibliographyAppendices
Sommario/riassunto	Various scholars consider destination image - a vital part in tourism marketing- as the key in attracting tourists. It is often regarded, as the most important element in a destination's management and may induce success or failure. Within this research project, destination image is being assessed in cross-cultural terms. It scrutinises the extent to which destination image is culture specific. In other words, does a destination's image vary across people from different cultural backgrounds? This question evolves and is vindicated in an era that is subjected to globalisation and increasingly r