

1. Record Nr.	UNINA9910823672403321
Titolo	The handbook of managing and marketing tourism experiences // edited by Marios Sotiriadis, Dogan Gursoy
Pubbl/distr/stampa	Bingley, England : , : Emerald, , 2016 ©2016
ISBN	1-78635-289-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (579 pages)
Disciplina	910.688
Soggetti	Tourism Business & Economics - Industries - Hospitality, Travel & Tourism Tourism industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The planning, design, management and marketing of experiences for tourism markets is a major challenge for tourism destinations and providers in a globalized and highly competitive market. This book bridges the gap in contemporary literature by carefully examining the management and marketing of tourism experiences. It has the following specific objectives: first to analyse the main issues and challenges related to tourism experience management and marketing; second, to present and discuss adequate analytical frameworks and tools; third to explore the adoption and implementation of approaches to managing and marketing experiences in various tourism contexts and industries; and finally to present and discuss case studies illustrating approaches adopted, methods implemented and best practices in addressing related issues. The book concludes by providing strategic management and marketing implications and recommendations for tourism businesses and destinations to enable them to successfully create, manage, market and evaluate tourism experiences.