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Nota di contenuto	Cover -- Leisure Marketing A Global Perspective -- Copyright -- Contents -- Preface -- Part One Introduction -- Introduction -- CHAPTER 1 What is marketing? -- CHAPTER 2 What is leisure? -- Part Two The international dimension -- Introduction -- CHAPTER 3 The international market -- CHAPTER 4 The international leisure industry -- CHAPTER 5 The international business environment -- Part Three The marketing mix and leisure -- Introduction -- CHAPTER 6 Product -- CHAPTER 7 Price -- CHAPTER 8 Place -- CHAPTER 9 Promotion -- Part Four Marketing planning in leisure -- Introduction -- CHAPTER 10 Where are we now? Current situation analysis -- CHAPTER 11 Where do we want to go? The setting of goals and objectives -- CHAPTER 12 How will we get there? Developing the strategy -- CHAPTER 13 How will we know when we get there? Monitoring, review and evaluation -- Part Five Marketing in the different sectors of the leisure industry -- Introduction -- CHAPTER 14 Visitor attractions -- CHAPTER 15 Accommodation -- CHAPTER 16 Tourist destinations -- CHAPTER 17 Tour operation -- CHAPTER 18 Transport -- CHAPTER 19 Resort complexes -- CHAPTER 20 Retail travel -- CHAPTER 21 Arts and

entertainment -- CHAPTER 22 Recreation and sport -- CHAPTER 23 Leisure shopping -- CHAPTER 24 Restaurants and catering -- Conclusions -- Part Six Topical issues in leisure marketing -- Introduction -- CHAPTER 25 Competition and competitive advantage -- CHAPTER 26 Quality -- CHAPTER 27 Ethics and social responsibility -- CHAPTER 28 Marketing research and relationship marketing -- Part Seven The wider context -- Introduction -- CHAPTER 29 Leisure and the wider consumer society -- CHAPTER 30 Globalisation -- Part Eight Conclusions -- Part Nine Case studies -- Introduction -- Case study 1 The Victoria and Albert Museum (V&A) -- Case study 2 Disneyland Resort, Paris: The marketing mix. Case study 3 Modern art museums -- Case study 4 Health, leisure and tourism marketing -- Case study 5 Manchester United: Marketing the brand -- Case study 6 Sofitel hotels and resorts -- Case study 7 'Souljourn' USA: 'Guiding the world to the best of Black culture' -- Case study 8 Hilton Head Island, USA: The leisure island for golf and leisure shopping -- Case study 9 Las Vegas: The world of casinos and themed hotels -- Case study 10 New niche markets in the leisure industry: The boutique hotel, the clubbing holiday and the music festival experience -- Case study 11 International film and the tourism industry -- Case study 12 The growth of the online retail travel market -- Case study 13 Tour operators' brochures and advice for tourists about safety -- Case study 14 Leisure travel magazines and the Islamic tourism market -- Glossary -- Bibliography and further reading -- Index.

Sommario/riassunto

Divided into nine parts, Leisure Marketing: a global perspective guides the reader through leisure and marketing concepts, the marketing mix, key issues in different sectors, topical issues (such as globalisation, marketing research and ethics, for example branding and environmental issues), and the future of leisure marketing. A section of the book is devoted entirely to international case studies, which illustrate and highlight key themes and issues raised throughout in order to facilitate learning. Example of international cases used are: Disneyland Resort, Paris: The Marketing Mix *Manchester United Football Club: Marketing the Brand *The Growth of the Online Retail Travel Market *Hilton Head Island, USA: The Leisure Island for Golf and Leisure Shopping *Health, Leisure and Tourism Marketing including Spa Hotels, Health Clubs and lake Resorts. * International case studies to facilitate understanding * Concentrated and comprehensive study of leisure marketing * Uses real life events to highlight key themes and issues such as marketing of sports stadia as multi purpose venues, leisure retailing: from designer outlets to markets, and corporate hospitality in sport.
