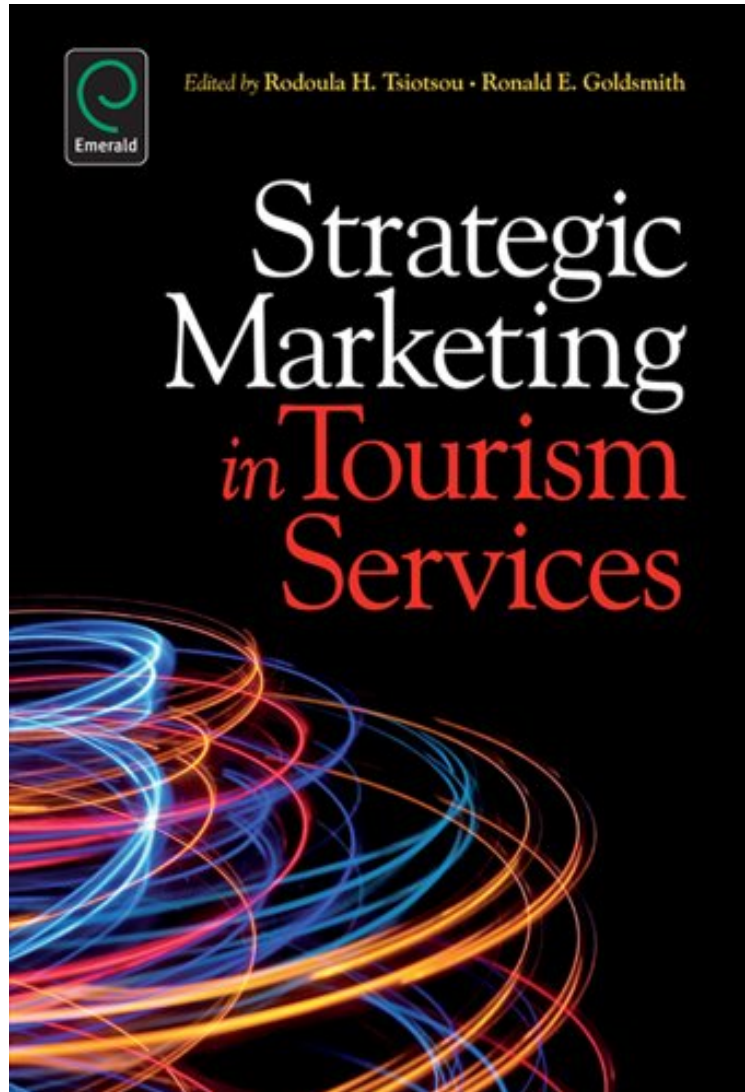


Strategic Marketing in Tourism Services

Rodoula H Tsiotsou

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Rodoula H Tsiotsou : Strategic Marketing in Tourism Services before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Marketing in Tourism Services:

3 of 3 people found the following review helpful. A succinct and cutting edge text! By Professor Jochen Wirtz Strategic Marketing in Tourism Services is a succinct and cutting edge text -- I particularly like its excellent coverage of relationship marketing, experimental marketing and e-marketing. This text is highly relevant, practical and to the point. Students and practitioners alike will find it a great source of knowledge and actionable ideas!

Tourism services all over the world currently face rapid changes due to market globalization, intensified competition and the dynamic evolution of new technologies. Moreover, it is expected that tourism will be one of the industries that

will be most affected by the current recession. The long-term success of tourism services in such a fierce competitive and financially difficult environment depends not only on being able to satisfy customers' needs and desires, but to strategically respond to current global challenges. Therefore, strategic marketing becomes a necessary practice in contemporary tourism services firms. "Strategic Marketing in Tourism Services" focuses on marketing strategies implemented in tourism services firms and includes a collection of papers related to specific marketing strategies. The book presents the application of specific marketing strategies such as experiential marketing, branding, target marketing, relationship marketing and e-marketing in tourism. Furthermore, it presents the strategic responses of each tourism subsector - hospitality, air transport, tour operation, travel agencies and the tourism destinations - from various countries around the world.

Twenty-one conceptual and empirical contributions from marketing experts based in Europe, North America, and Australia provide a variety of viewpoints and strategies pertaining to tourism marketing. Coverage encompasses branding development, and target, relationship, experiential, and e-marketing, marketing. More specifically, topics addressed include destination imagery (online representative dissonance in India), identifying major determinants of loyalty in tourism, marketing the rural tourism experience, information and communication technologies, and the potential of travel reviews, among other topics. Appended is an extensive list of web resources. The editors are affiliated as follows: Rodoula H. Tsotsou (U. of Macedonia, Greece) and Ronald E. Goldsmith (Florida State U.). The volume is distributed in North America by Turpin Distribution. --Book News Inc. Portland, OR
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