Read Book Pestel Analysis Of Tourism Destinations In The Perspective

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The Branding of Tourist Destinations
Handbook of Research on Creating Sustainable Value in the Global Economy
CTH - Destination Analysis
Tourism Management, Marketing, and Development
Collaboration in Tourism Businesses and Destinations
World Heritage Sites Research, Development and Education in Tourism
Strategic Innovative Marketing and Tourism
Marketing and Managing Tourism Destinations
Tourism Marketing
Planning for Ethnic Tourism
Marketing for Hospitality and Tourism
Business Travel and Tourism
Marketing in Travel and Tourism
TRAVEL AND TOURISM MANAGEMENT
Toolkit for management of sustainable destinations of South East Europe
Strategy for Tourism
Tourism Marketing
Corporate Social Responsibility in the Hospitality and Tourism Industry
European Journal of Tourism Research
Economic, environmental and socio-cultural impacts of tourism: An analysis from Mexico
The International Marketing of Travel and Tourism
Cambridge IGCSE Travel and Tourism
Global Entrepreneurial Trends in the Tourism and Hospitality Industry
Marketing Communications in Tourism and Hospitality
Tourism
The Economics of Tourism Destinations
Cultural Tourism and Heritage in Northern Portugal
Tourism Marketing
Operations Management in the Travel Industry, 2nd Edition
Travel and Tourism
Cruise Operations Management
Cambridge International AS and A Level Travel and Tourism Coursebook
Tourism in Western Europe
The Branding of Tourist Destinations
The SAGE International Encyclopedia of Travel and Tourism
Tourism, 2nd Edition
Tourism Products and Services in Bangladesh
Benchmarking National Tourism Organisations and Agencies

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Tourism marketing has long been considered as a branch of traditional marketing. This book examines the changes shaping the international marketing of tourism and travel.

Heritage is a growing area of both tourism and study, with World Heritage Site designations increasing year-on-year. This book reviews the important interrelations between the industry, local communities and conservation work, bringing together the various opportunities and challenges for different destinations. World Heritage status is a strong marketing brand, and proper heritage management and effective conservation are vital, but this tourism must also be developed and managed appropriately if it is to benefit a site. As many sites are located in residential areas, their interaction with the local community must also be carefully considered. This book:

- Reviews new areas of development such as Historic Urban Landscapes, Intangible Cultural Heritage, Memory of the World and Global Geoparks.
- Includes global case studies to relate theory to practice.
- Covers a worldwide industry of over 1,000 cultural and natural heritage sites. An important read for academics, researchers and students of heritage studies, cultural studies and tourism, this book is also a useful resource for professionals working in conservation, cultural and natural heritage management.

"Business Travel and Tourism" provides a comprehensive, international overview of business tourism from both a theoretical and practical perspective. With the use of case studies from around the world, "Business Travel and Tourism" explores a broad range of issues, including:

- The global business tourism market
- The...
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- The role of the destination in business travel and tourism
- The social, economic, and environmental impacts of business tourism
- The ethical dimension of business tourism
- The marketing of business tourism products
- The impact of new technologies on the business tourism market
- How to organise successful conferences, exhibitions, and incentive travel packages

Case studies include Disneyland Paris, Hong Kong, Amsterdam RAI International Exhibition and Congress Centre, Hilton, Page and Moy Marketing, Lufthansa, Air France, and Legoland UK.

'This is the first text to offer a comprehensive overview of the growing but neglected area of business tourism. With the use of a wide range of up-to-date case studies and major practical exercises to help students to broaden and deepen their understanding of this area of tourism, it is an invaluable text for all students on travel and tourism courses at degree and BTEC/HND level, or those taking tourism options in leisure, business studies, hospitality management or geography.'

The last twenty years has seen a proliferation of the term “tourist destination.” Improbable places, such as industrial cities and isolated rural environments have become legitimate places to visit. At the same time, traditional tourist destinations such as coastal resorts have declined in popularity. There is a shift from “old” to “new” tourism. These case histories examine these issues.

The book is divided into three sections, dealing with political, economic and sociocultural reasons for change.
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without good managerial practices, has provided significant momentum for the development of the disciplinary field of tourism management in the last three decades. This volume recognizes the relevance of travel, tourism, and tourism activities as major economic drivers in the contemporary global economy, with a specific focus on performance, strategies, and sustainability. It is the collective intellectual effort of a number of international scholars, who cultivate original research on tourism management from a variety of theoretical perspectives. Together, they outline the importance for tourism companies and destinations to achieve and maintain a sustained competitive advantage by embracing sustainability and a Triple Bottom Line (TBL) approach to performance.

World Heritage Sites

Ethnic tourism has emerged as a means that is employed by many countries to facilitate economic and cultural development and to assist in the preservation of ethnic heritage. However, while ethnic tourism has the potential to bring economic and social benefits it can also significantly impact traditional cultures, ways of life and the sense of identity of ethnic groups. There is growing concern in many places about how to balance the use of ethnicity as a tourist attraction with the protection of minority cultures and the promotion of ethnic pride. Despite the fact that a substantial literature is devoted to the impacts of ethnic tourism, little research has been done on how to plan ethnic tourism attractions or to manage community impacts of tourism. This book addresses the need for more research on planning for ethnic tourism by exploring the status and enhancement of planning strategies for ethnic tourism development. The book develops the case of a well-known ethnic tourist destination in China - Xishuangbanna, Yunnan. It analyzes how ethnic tourism has been planned and developed at the study site and examines associated socio-cultural and planning issues. The authors evaluate the perspectives of four key stakeholder groups (the government, tourism entrepreneurs, ethnic minorities...
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Tourism has been gaining importance in recent decades with its tourism destinations. The analysis of tourism destinations in the context of Pestel (Political, Economic, Social, Technological, Environmental, and Legal) is crucial. This book provides insights into the strategic analysis of tourism destinations, focusing on China and its rapid emergence as a major player in tourism. The book includes applications for tourism around the world.

Research, Development and Education in Tourism

An internationally focused text which explains strategic management, analysis and implementation specifically in the tourism industry. Fully revised and updated, this second edition covers strategic management in a variety of tourism contexts.

Strategic Innovative Marketing and Tourism

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses in Hospitality Marketing, Tourism Marketing, Restaurant Marketing, or Hotel Marketing. Marketing for Hospitality and Tourism, 7/e is the definitive source for hospitality marketing. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the leading resource on hospitality and tourism marketing. The Seventh Edition of this popular book includes new and updated coverage of social media, destination tourism and other current industry trends, authentic industry cases, and hands-on application activities.
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increasing socio-economic, geo-political, and ecological contributions, including its potential contribution to GDP, foreign exchange, and international business. At this juncture, an assessment and analysis of the scope, opportunities, and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries. Global Entrepreneurial Trends in the Tourism and Hospitality Industry is a pivotal reference source that provides conceptualized ideas regarding the scope, prospects, and challenges of tourism and hospitality entrepreneurship. While highlighting topics such as destination tourism, multigenerational travel, and social entrepreneurship, this publication explores the relationship among tourism, hotel management, transportation, international trade, cargo and supply chain management, as well as the inter-linkages among various sectors and sub-sectors of the tourism industry. This book is ideally designed for entrepreneurs, directors, restaurateurs, travel agents, hotel management, industry professionals, academics, professors, and students.

Tourism Marketing

The rapidly changing context of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment has led to an increased emphasis on communications strategies. How can marketing communication strategies meet the changing and challenging demands of modern consumers, and maintain a company's competitive edge? Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry. Combining a critical theoretical overview with a practical guide to techniques and skills, it illustrates the role that communications play in the delivery and representation of

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Planning for Ethnic Tourism

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

Marketing for Hospitality and Tourism

Increased tourism benefits local economies by creating more revenue and employment options as interest in the location grows. However, as the hospitality and travel industry continues to grow and adapt, it becomes imperative that they implement socially responsible procedures. Corporate Social Responsibility in the Hospitality and Tourism Industry discusses issues and challenges faced by organizations implementing responsible business practices within the travel, hotel, leisure and hospitality industries. Featuring best practices and theoretical concepts on the support of local economies, ethical sourcing of native goods, and sustainability procedures, this publication is a vital source for policymakers, academicians, researchers, students, technology developers, and government officials interested in emergent ethical and moral practices within the travel industry.
Hospitality industry is growing at a rapid pace. The improving cross-country relations have resulted into boom in the Travel and Tourism Industry and its services. This book gives a comprehensive account on tourism industry of India, at large, and the world, in general. From hotel to transportation (airways, railways and roadways), the book delves on services that helps in managing a tour efficiently. It also talks about tourism's role in revenue generation, and trade forming an integral part of the tourism industry. The book discusses the topics like sustainable tourism and contemporary trends being followed in tourism, hotel and aviation industry today. Designed as a text for the students of hospitality management, the book is equally beneficial for the students pursuing a diploma level course in travel and tourism management. Besides, the book is equally useful for the professionals working in the hospitality industry.

Reviewer says This book appears to be quite exhaustive and aims to cover all aspects of tourism and travel management. The chapterization of the book is planned in a very scientific manner, i.e. moving from simple or early to complex or advance stages of study in the subject. The text also serve as a learning material for the students enrolled for distance education in Tourism and Travel Management. This text, to a larger extent, covers all the functional
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Text is designed in such a manner that it not only brings out the challenges but also indicates employment opportunities for trained manpower in this sector. The statistical data and references are up-to-date which will serve as a useful source of information for target audience for this text from all spheres of this business activity. The text also highlights the details of new and emerging trends and study areas of Travel and Tourism like Sustainable Tourism, Community-based Tourism, and so on. The author has completely incorporated the proposed changes to make the text appealing for different segments of academia. —Prof. (Dr.) M. Sajnani, Dean Faculty of Hospitality & Tourism, Director, Amity Institute of Travel & Tourism

Toolkit for management of sustainable destinations of South East Europe

Now in its third edition, the best-selling text, Marketing in Travel and Tourism, explains the principles and practice of marketing as they are increasingly being applied in the global travel and tourism industry. Building on the success of previous editions, the authors have completely revised the text to reflect the changes in the travel and tourism industry in the 21st century. International examples and case studies drawn from recent practice in several countries are used throughout the text. Case studies emphasising the role of ICT include: Microburners, Travel Inn (budget hotels), RCI Europe, the Balearic Islands, and ICT and the role of the Internet in international NTO strategies. With its comprehensive content and user friendly style, Marketing in Travel and Tourism third edition takes the reader from an initial definition of the subject matter through to the application of marketing in the travel and tourism industry, discussing crucial components such as planning strategy and the marketing mix, making it an indispensable text for both students and practitioners alike.

Marketing and Managing Tourism Destinations is a comprehensive and integrated introductory textbook covering both destination marketing and destination management in one volume. It focuses on how destination management is planned, implemented and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This second edition has been updated to include:

- A new chapter on visitor management that includes a section on crisis and disaster management
- New material on destination leadership and coordination
- New and revised content on digital marketing
- New and updated international case examples throughout to show the practical realities and approaches to managing different destinations around the world.

It is illustrated in full colour and packed with features to encourage reflection on main themes, spur critical thinking and show theory in practice. Written by an author with many years of industry practice, university teaching and professional training experience, this book is the essential guide to the subject for tourism, hospitality and events students and industry practitioners alike.

Strategy for Tourism

Fully revised, Tourism, 2nd edition covers aspects of tourism from a modern perspective, providing students with a range of theoretical and research-based explanations, supported by examples, case studies and unique insights from industry representatives. Covering topics such as policy and planning, heritage management, leisure management, event management and hospitality management, the book tackles the practical elements of academic tourism such as infrastructure management and economic development, together with other important aspects.
Read Book Pestel Analysis Of Tourism Destinations In The Perspective of contemporary issues such as sustainable development and post-tourists.

Tourism Marketing

The European Journal of Tourism Research is an open-access academic journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited.

Empirical studies need to have either a European context or clearly stated implications for the European tourism industry. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Corporate Social Responsibility in the Hospitality and Tourism Industry

This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter-organisational collaboration.
Economic, environmental and socio-cultural impacts of tourism: An analysis from Mexico

The tourism industry in India is one of the most profitable industries in the country and contributes substantially to foreign exchange. Tourism Marketing deals exhaustively with the subject. It is based on a well researched structure of marketing and international research in tourism. Special care has been taken to give the book a global touch. It covers almost all prominent international destinations.

The International Marketing of Travel and Tourism

This special issue reflects the impact of neutrosophic theory in Latin America, especially after creating the Latin American Association of Neutrosophic Sciences. Among the areas of publication most addressed in the region are found in the interrelation of social sciences and neutrosophy, presenting outstanding results in these research areas. The main objective of this special issue is to divulge the impact publication related to the Neutrosophic theory and explore new areas of research and application in the region. The SI reflects the influence of the neutrosophic publications in Latin America by opening new research areas mainly related to Neutrosophic Statistics, Plithogeny, and NeutroAlgebra. Furthermore, it is worth mentioning the incorporation of authors from new countries in the region, such as...
Marketing Communications in Tourism and Hospitality

Taking a global and multidisciplinary approach, The SAGE
International Encyclopedia of Travel and Tourism brings together a team of international scholars to examine the travel and tourism industry, which is expected to grow at an annual rate of four percent for the next decade. In more than 500 entries spanning four comprehensive volumes, the Encyclopedia examines the business of tourism around the world paying particular attention to the social, economic, environmental, and policy issues at play. The book examines global, regional, national, and local issues including transportation, infrastructure, the environment, and business promotion. By looking at travel trends and countries large and small, the Encyclopedia analyses a wide variety of challenges and opportunities facing the industry. In taking a comprehensive and global approach, the Encyclopedia approaches the field of travel and tourism through the numerous disciplines it reaches, including the traditional tourism administration curriculum within schools of business and management, economics, public policy, as well as social science disciplines such as the anthropology and sociology.

Key features include:
- More than 500 entries authored and signed by key academics in the field
- Entries on individual countries that details the health of the tourism industry, policy and planning approaches, promotion efforts, and primary tourism draws.
- Additional entries look at major cities and popular destinations
- Coverage of travel trends such as culinary tourism, wine tourism, agritourism, ecotourism, geotourism, slow tourism, heritage and cultural-based tourism, sustainable tourism, and recreation-based tourism
- Cross-references and further readings
- A Reader’s Guide grouping articles by disciplinary areas and broad themes
Destinations In The Perspective

places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (UNWTO, 2007). The agency examined that there were over 846 million international tourist arrivals in 2006. The industry has become essential for many countries. Tourism generates different kinds of revenue that can contribute to the host country's welfare. Further, with the development of resorts, jobs are created in sectors directly or indirectly related to tourism such as transportation, accommodation and entertainment services. The following report investigates economic, environmental and socio-cultural impacts in Mexico caused by the tourism industry. Positive as well as negative influences will be investigated. Furthermore, the paper will have a special focus on Cancún, a mega resort built by a governmental agency within only a few years. Mexico accounts to the leading tourism destinations among developing countries. Despite its wonderful beaches and the different kinds of activities such as water sports, deep-sea fishing, diving Mexico offers a wide range of culture and history. Ancient Maya sites, for example Tulum or Chichen Itza being the most popular attraction with tourists.

The Economics of Tourism Destinations

Cultural Tourism and Heritage in Northern Portugal

This volume gathers together papers presented at the 15th International Conference of the International Business School held in Sofia, Bulgaria, in June 2018. The conference provided a platform for discussions of current trends, innovative models, practical challenges and possible decisions in the field of tourism, as a priority strategic sector in the national economy of Bulgaria. The contributions to this volume reflect on discussions related to a number of aspects crucial for the development of sustainable tourism. They investigate the impact of tourism policies on national...
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In the context of understanding tourism destinations from various perspectives, the Pestel Analysis offers a structured approach to examining internal and external factors that influence tourism. This framework, comprising Political, Economic, Sociocultural, Technological, Environmental, and Legal aspects, is crucial for stakeholders in the tourism industry.

The Pestel Analysis assists in identifying key drivers and barriers affecting tourism, thereby enabling decision-makers to develop strategies that align with the broader context of the industry. By analyzing the Pestel factors, stakeholders can gain insights into market conditions, regulatory environments, and environmental sustainability issues, which are critical for sustainable tourism development.

The case studies featured in the book provide real-world examples that illustrate the application of Pestel Analysis in various tourism contexts. These case studies encourage readers to critically assess the complexities of tourism operations and to develop informed managerial practices.

The comprehensive approach of the book is designed to support both in-depth knowledge acquisition and practical application. Whether one seeks to gain a broad understanding of management practices or to focus on specific aspects within a hospitality or tourism learning context, this book offers a versatile resource.

Travel and Tourism

This book examines the role of alliances and partnerships in the tourism, travel, and leisure industries. It highlights the significance of these collaborations and provides insights into their strategic implications and recommendations for tourism businesses, destination managers, and local planners.

Cruise Operations Management

Tourism can be a challenging field for students due to its dynamic nature and susceptibility to economic fluctuations and changes in trends. Tourism: A Modern Synthesis is an essential textbook for students and professionals in the field, offering a comprehensive understanding of tourism management and its various components.
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Cambridge International AS and A Level Travel and Tourism Coursebook

The measurement of tourism, for example analysing competitiveness and evaluating tourism projects, is not an easy task. Now in its third edition, The Economics of Tourism Destinations: Theory and Practice provides a succinct guide to the economic aspects of tourism for students and practitioners alike to decipher the methods of measurement of supply, demand, trends and impacts. This new edition has been revised and updated to include: Three new chapters: Tourism as a development strategy, Tourism export-led growth, and a dedicated chapter on Macro-evaluation of tourism projects and events, including the travel cost method and the contingent valuation method. New case studies from emerging destinations in Asia, Australia and America to show theory in practice. New and updated data throughout. Each chapter
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Combining theory and practice and is integrated with international case studies. Combining macro- and micro-aspects of economics to the tourism destination, this is an invaluable resource for students learning about this subject, as well as being aimed at tourism researchers and policy-makers.

Tourism in Western Europe

This book covers a very broad range of topics in marketing, communication, and tourism, focusing especially on new perspectives and technologies that promise to influence the future direction of marketing research and practice in a digital and innovational era. Among the areas covered are product and brand management, strategic marketing, B2B marketing and sales management, international marketing, business communication and advertising, digital and social marketing, tourism and hospitality marketing and management, destination branding and cultural management, and event marketing. The book comprises the proceedings of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT) 2019, where researchers, academics, and government and industry practitioners from around the world came together to discuss best practices, the latest research, new paradigms, and advances in theory. It will be of interest to a wide audience, including members of the academic community, MSc and PhD students, and marketing and tourism professionals.

The Branding of Tourist Destinations

BPP Learning Media is proud to be the official publisher for CTH. Our CTH Study Guides provide the perfect tailor-made learning resource for the CTH examinations and are also a useful source of reference and information for those planning a career in the hospitality and tourism industries.
This book provides the latest research in the application of innovative technology to the tourism industry in Bangladesh, covering the perspectives, theories, issues, complexities, as well as opportunities and the challenges present. This book provides a blend of comprehensive and cross-disciplinary as well as international insights from contributors to cover the various technologies in tourism. This book focuses on the importance of technologies in tourism, specifically the application and practice of such technologies including the relevant niches in tourism. This book also comprehensively highlights technologies that are impacting the tourism industry in Asia as well as reveals the specific constraints. The contents of this book deal with distinct topics such as mobile computing, new product designs, innovative technology usages in tourism promotion, technology-driven sustainable tourism development, location-based apps, mobility, accessibility and so on. This book is a significant contribution towards the very limited knowledge and under-published area of tourism in Bangladesh. This book is designed to accommodate readers that are both qualitative and quantitative research theory and practices. This book identifies specific examples of the existing tourism products and services in order to better promote and boost the tourism industry by suggesting tourism products and services available in Bangladesh. This book addresses a number of key issues and solutions by examining the products and services and the need for improved tourism marketing and development in Bangladesh as the central themes.
Destinations In The Perspective of Sustainability

As a result of these developments, pressure has been mounting on businesses to pay more attention to the environmental and resource consequences of the products they produce and services they deliver. The Handbook of Research on Creating Sustainable Value in the Global Economy contains a collection of pioneering research on the integration of issues of sustainability within the traditional areas of management. While highlighting topics including green marketing, circular economy, and sustainable business, this book is ideally designed for managers, executives, environmentalists, economists, business professionals, researchers, academicians, and students in disciplines including marketing, economics, finance, operations management, communication science, and information technology.

Benchmarking National Tourism Organisations and Agencies

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