



The Routledge Handbook of Tourism Marketing (Routledge Handbooks (Hardcover))



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Tourism has often been described as being about ‘selling dreams’, tourist experiences being conceptualized as purely a marketing confection, a socially constructed need. However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices.

The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship. The *Handbook* is divided in to nine inter-related sections: Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists; Part 2 explores macromarketing and tourism; Part 3 deals with strategic issues; Part 4 addresses recent advances in research; Part 5 focuses on developments in tourist consumer behaviour; Part 6 looks at micromarketing; Part 7 moves on to destination marketing and branding issues; Part 8 looks at the influence of technological change on tourism marketing; and Part 9 explores future directions.

This timely book offers the reader a comprehensive synthesis of this sub-discipline, conveying the latest thinking and research. It will provide an invaluable resource for all those with an interest in tourism and marketing, encouraging dialogue across disciplinary boundaries and areas of study.

This is essential reading for Tourism students, researchers and academics as well as those of Marketing, Business, Events Management and Hospitality Management.

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