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Strategic Management for Tourism Communities Peter E. Murphy,Ann E. Murphy,2004-11-05 Tourism with its wide ranging impact needs to be managed effectively but how This book advocates taking a business approach to tourism that encourages greater collaboration between stakeholders in the practical assessment of tourism options The approach places key business management functions and stakeholders at the forefront of tourism initiatives The business management functions of planning organising leadership and control are the filters through which tourism opportunities are viewed while the stakeholder groups of customers residents industry and government set the agenda for appropriate tourism development Tourist destinations must engage in realistic assessments of their abilities to meet the needs and expectations of tourism stakeholders and then act on these assessments so their goals and objectives can be achieved A new model for bridging stakeholder gaps is presented as a template for how communities can understand and make the most of their tourism resources The Bridging Tourism Gaps Model is a practical tool to help destinations focus on the important factors in developing and maintaining tourism as a beneficial and vital part of their communities This book builds on the success of Tourism A Community Approach and the subsequent tourism planning experiences of both authors to advance strategic planning in tourism **The Publishers' Trade List Annual** ,1985 Marketing to the Poor Ramendra Singh,Tahir A. Wani,2022-10-12 This book looks at markets in low income economies and how they require fundamentally different marketing systems and strategies Analyzing the sociocultural characteristics of these markets it offers solutions for businesses to overcome spatial institutional and financial challenges while working in these contexts Markets for the poor are characterized by resource scarcity weak institutions and low literacy rates as well as a strong presence of cultural and community ties This book provides an understanding of these marketplaces including the consumer s wants and aspirations the relationship of the individual within the social milieu and their unique cultural contexts It provides strategies for businesses to develop a bottom up knowledge of global markets and incorporates practices which are inclusive and

sustainable It also explores the links between human development entrepreneurship and marketing which are especially relevant in the pandemic hit global economy This book will be of interest to students and researchers of marketing business studies business administration rural management marketing management economics and development studies

Marketing Tourism and Hospitality Richard George, 2025-04-09 This second edition of this comprehensive textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses placing special emphasis on SMEs in the international tourism industry It includes examples from a wide range of destinations from emerging markets to high income countries Taking a comprehensive approach the book covers the whole spectrum of tourism and hospitality marketing including destination marketing marketing research consumer behaviour responsible tourism marketing and digital and social media marketing Practical in focus it gives students the tools techniques and underlying theory required to design and implement successful tourism marketing plans Written in an accessible and user friendly style this entire industry textbook includes case studies drawing on the author s experience and real life examples Revised and expanded throughout it covers Advances in AI robotics and automation Digital marketing electronic customer relationship management eCRM and uses of user generated content UGC New and updated content and discussion questions for self study and to use in class A new chapter on responsible tourism marketing and sustainable approaches to marketing Consumer behaviour in tourism and the effects of climate change and changes in consumer attitudes New trends in tourism and hospitality marketing New in depth real life case studies and industry insights throughout the book Along with key concepts and theory definitions key summaries and discussion questions accompanying online flashcards and PowerPoint slides for lecturers this textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation

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