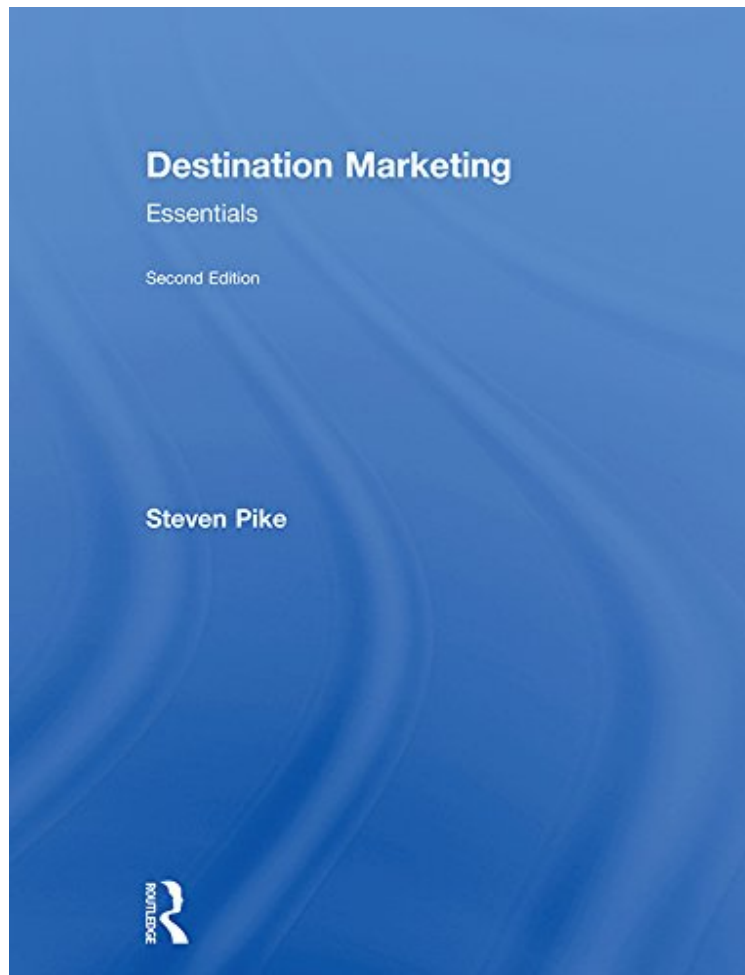


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Destination Marketing: Essentials

Steven Pike

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Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new second edition has been revised and updated to include: new slimline 15-chapter structure new chapters on Destination Competitiveness and Technology new and updated case studies throughout, including emerging markets new content on social media marketing in destination marketing organisations and sustainable destination marketing additional online resources for lecturers and students including PowerPoint slides, quizzes and discussion questions. It is written in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level

by using topical examples.

"This is a new and expanded edition of a text that brings a great deal,of practitioner experience blended with academic research on a hot topic in tourism and marketing research. The author has a wealth of experience in this area and it is synthesised in an exemplary manner for students and industry. This is a must read both as a textbook and as a supplementary reading for undergraduates and postgraduates globally."- Professor Stephen J Page, Deputy Dean (Research and Professional Practice), Faculty of Management, Bournemouth University, UK

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About the Author Steven Pike is Associate Professor of Marketing at Queensland University of Technology, Australia. Steven spent 20 years working in the tourism industry before completing his PhD in destination marketing in 2002 and is a regular speaker at international tourism conferences.