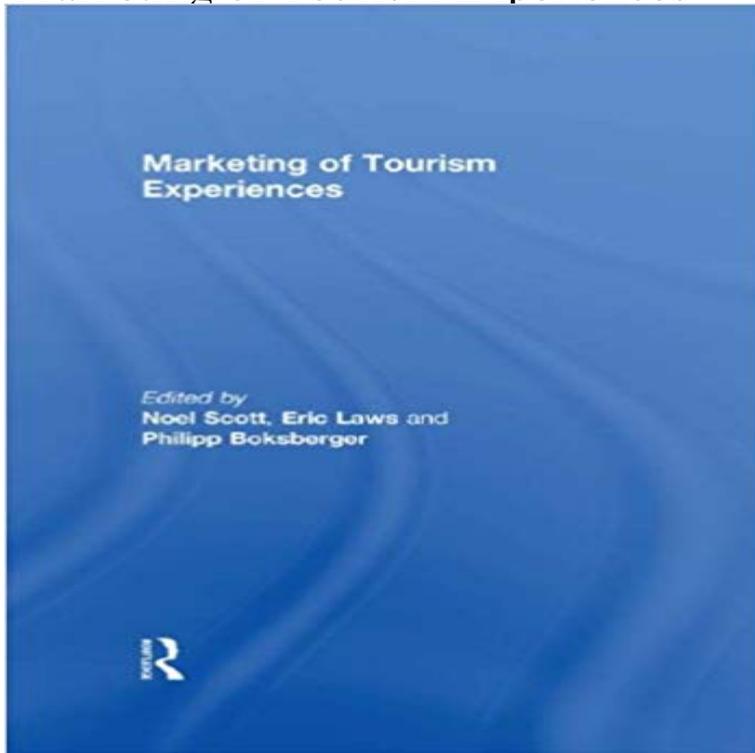


Marketing of Tourism Experiences



This book provides a review of the current theory and practice of experiential tourism and how it is marketed. Many societies today are characterised by widespread individual wealth of an order previously confined to the elite with the consequence that ownership of ordinary physical goods is no longer a distinguishing factor. Instead people are now seeking the extraordinary with examples being bodies enhanced through surgery, personal fitness trainers, and, in the case of leisure and tourism, seeking unique and unusual places to visit and activities to undertake. This trend manifests in the increasing consumption of services and the addition of experiential elements to physical goods by businesses aware of societal changes. The trend is enhanced by rapidly changing technology and economic production methods providing new sectors of the worlds population with access to the consumption experiences that are repeatedly featured in the media. This is the experience economy, characterised by a search by consumers for fantasies, feelings, and fun. This book was based on a special issue of Journal of Hospitality Marketing & Management.

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design, management and marketing of experiences for tourism markets is a major challenge for tourism destinations and providers in a globalized **The Handbook of Managing and Marketing Tourism Experiences - Google Books Result** Official Full-Text Publication: Marketing hospitality and tourism experiences on ResearchGate, the professional network for scientists. **SENSORY MARKETING AND TOURIST EXPERIENCES (PDF)** of what lies at the heart of the tourism experience and how marketers can develop successful experiential marketing strategies. Though the experiential **Marketing of Tourism Experiences (Hardback) - Routledge** of ICT in the marketing and brand design of destination experiences. Keywords: Tourist Experiences, Destinations Experiences Marketing, Brand Design, ICT. **Experience Development - Tourism and Events Queensland** The tourism product is what the customer buys, the tourism experience is The Experience Development section (section 2) of the Big Marketing Guides covers:.

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