



# Geography and Tourism Marketing (Travel & Tourism Marketing Series)

*Kaye Sung Chon*

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Tourism is an extremely challenging business. Some strategies work phenomenally well sometimes and fail at others. You may be aware of the increased fragmentation of the consumer market and of the important role geography plays in tourist response but have difficulty finding a pattern to this without doing a lot of research. Geography and Tourism Marketing will provide you with diverse studies through which you will gain a better understanding of what excites and entices all types of consumers along with new strategies in your field to keep you up-to-date in the unpredictable business of tourism. Geography and Tourism Marketing is a compilation of greatly varied and valuable case studies and articles. In it you'll explore thought-provoking topics such as these:

- the World Wide Web as one of the most significant technological developments in travel and tourism marketing
  - the advantages of understanding the impact that a tourist's country of origin has on small island destinations
  - pinpointing problems in a specific business venture so you can avoid similar mistakes
  - providing interactive maps to potential consumers through Geographic Information Systems
  - determining the effectiveness of brochures
  - reformulating and promoting a consistent image of a destination in order to better serve consumers
  - the fast-growing market of nature travelers and how they can be targeted more effectively
- In this book, you will get current information on the link between geography and tourism marketing, which is an important aspect in conquering market segmentation and improving tourism marketing approaches. You will see the necessity of acknowledging this connection and be prepared to respond to it when you read Geography and Tourism Marketing.

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