

Advertising In Tourism And Leisure - , Annette Pritchard

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'Advertising in Tourism and Leisure' brings together the current thinking in this area, illustrated with extensive international case studies, to provide a critical appraisal of the potential of advertising in leisure and tourism. Arranged in three parts, the book examines* the role of advertising and its relationship with other aspects of tourism and leisure marketing * the techniques used in advertising to key market segments* new strategic directions in advertising, focusing on the new destination marketing strategy of branding and assessing the relationship between advertising and other increasing important areas of promotion, such as sponsorship, ambient marketing and sales promotion. Advertising and marketing professionals in the leisure industries and undergraduates on marketing-related modules in tourism, leisure and hospitality courses will find this an invaluable text. Since the case studies are drawn from an international field, readers will be able to assess best practice from a variety of sources and countries. Dr Nigel Morgan is Principal Lecturer in Hospitality, Leisure and Tourism and Annette Pritchard is Senior Lecturer at School of Leisure and Tourism, at the University of Wales Institute, Cardiff. Author: Morgan, Nigel Author: Pritchard, Annette Publisher: Routledge Illustration: N Language: ENG Title: Advertising in Tourism and Leisure Pages: 00360 (Encrypted EPUB) / 00360 (Encrypted PDF) On Sale: 2012-09-11 SKU-13/ISBN: 9780750654326 Category: Business & Economics : Industries - Hospitality, Travel & To

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