

## Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice (Tourism, Hospitality & Event Management)

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SKU: 9783319498485

Price: \$2,519.79

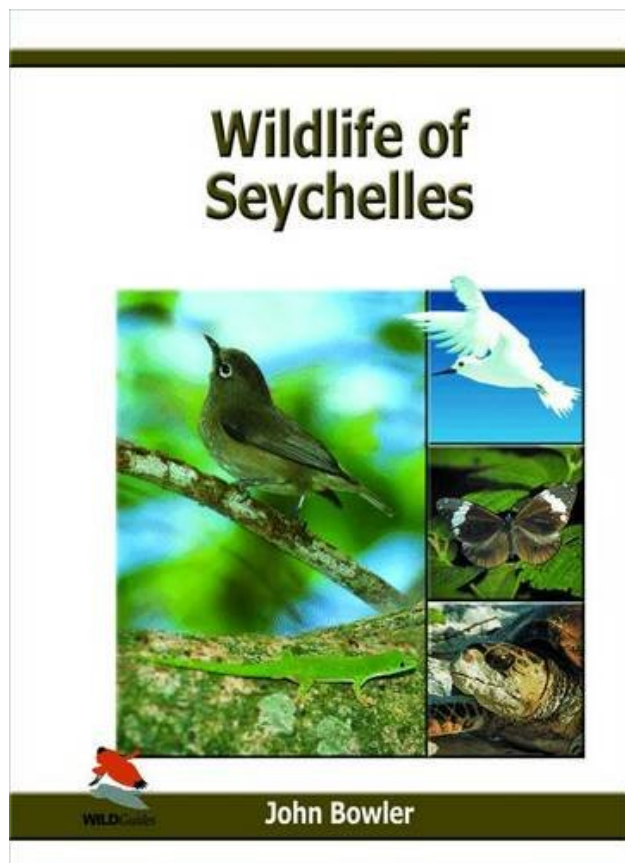
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### Product Description

This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors. This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares undergraduate students and aspiring managers alike with a thorough exposure to the latest industry developments. Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry. Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing. Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline

to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector. Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature. C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity. Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education. Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall. Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it. Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely. Peter Wiltshier, Senior Lecturer & Programme Leader for Travel & Tourism, College of Business, Law and Social Sciences, University of Derby, UK This contemporary text provides an authoritative read on the dynamics, interactions and complexities of the modern travel and tourism industries with a necessary, and much welcomed, mixture of theory and practice suitable for undergraduate, graduate and professional markets. Alan Fyall, Orange County Endowed Professor of Tourism Marketing, University of Central Florida, FL, USA

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## Wildlife of Seychelles (WILDGuides)

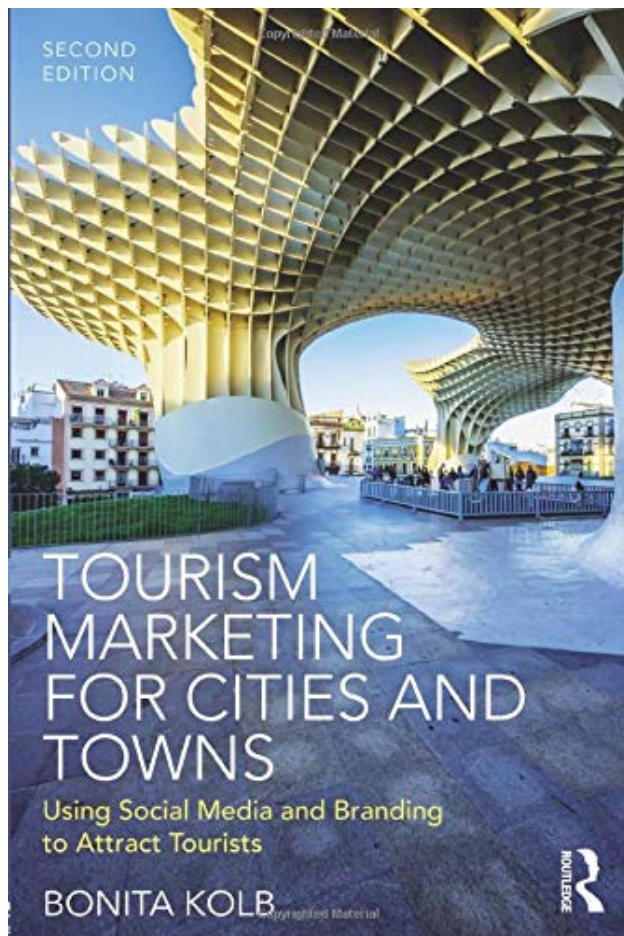
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### Product Description



## Tourism Marketing for Cities and Towns

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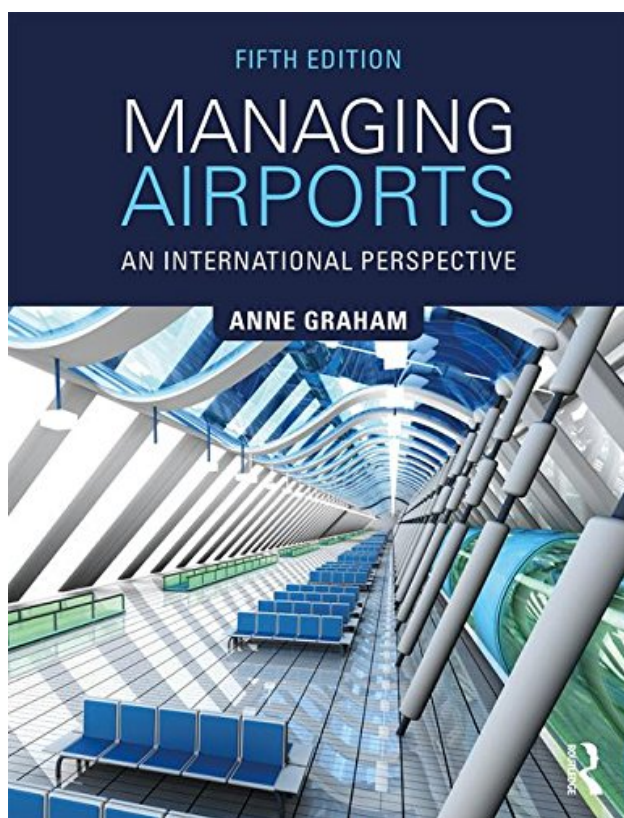
Price: \$1,426.95

Categories: [BUSINESS & MANAGEMENT](#), [ECONOMICS](#), [FINANCE](#), [BUSINESS AND INDUSTRY](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [Sales & marketing](#), [SERVICE INDUSTRIES](#), [TOURISM](#), [TOURISM INDUSTRY](#)



Product Description

Understanding how places, particularly cities and towns, are marketed to and consumed by tourists, is vital to anyone working in the tourism industry. By creating and promoting a unique branded destination, the successful marketer can attract new visitors to their city or tourism attraction. With the rise of social media, there is even more scope to explore how tourism marketers can use their own and other social media sites to communicate with today's tech connected traveler. In a new updated volume, *Tourism Marketing for Cities and Towns* provides thorough and succinct coverage of place marketing theory specific to the tourism industry. It focuses on clearly explaining how to develop the branded destination with special emphasis on product analysis, promoting authenticity and, new to this edition, the use of social media to create the personalized experiences desired by visitors. In addition, it contains a wide range of international examples and perspectives from a large variety of different stakeholders, alongside discussion questions and strategic planning worksheets. This book provides both practical advice with real-world application and a theoretical background to the field as a whole. Written in an engaging style, this book will be valuable reading for upper level students and business practitioners of Tourism, Marketing, Urban Studies, Business Management and Leisure Studies.



## Managing Airports: An International Perspective

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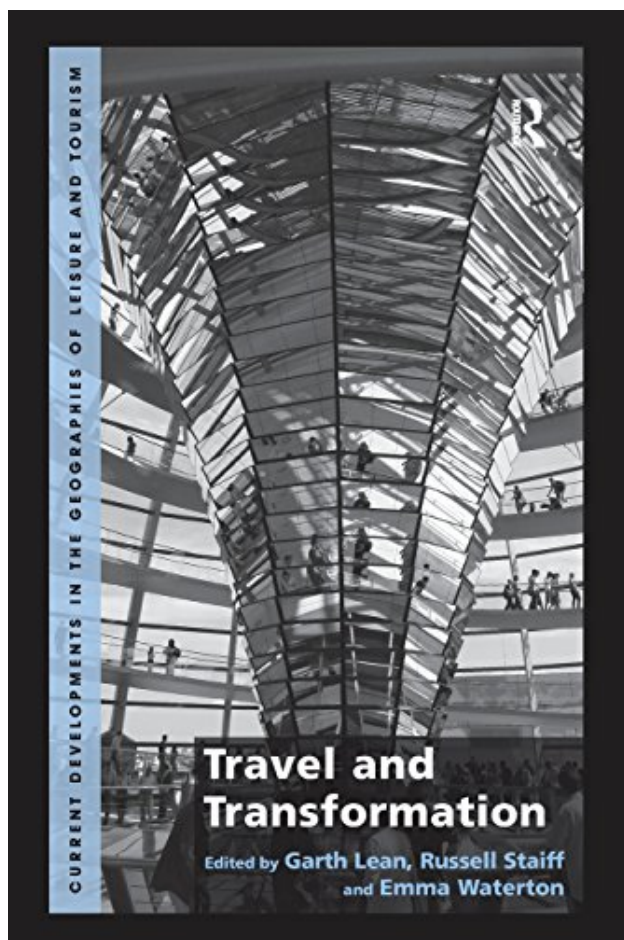
SKU: 9781138285347

Price: \$1,363.95

Categories: [AEROSPACE & AIR TRANSPORT INDUSTRIES](#), [AIRCRAFT: GENERAL INTEREST](#), [Airports](#), [ECONOMICS](#), [FINANCE](#), [BUSINESS AND INDUSTRY](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [SERVICE INDUSTRIES](#), [TOURISM](#), [TOURISM INDUSTRY](#), [TRANSPORT INDUSTRIES](#), [TRANSPORT TECHNOLOGY](#), [TRANSPORT: GENERAL INTEREST](#)

### Product Description

*Managing Airports* presents a comprehensive and cutting-edge insight into today's international airport industry. Approaching management topics from a strategic and commercial perspective, rather than from an operational and technical viewpoint, the book provides an innovative insight into the processes behind running a successful airport. This fifth edition has been fully revised and updated to reflect the many important developments in the management of airports including: \* New content on: evolving airline models and implications for airports, self-connection, digital marketing, sensor and beacon technology, policy decisions and economic benefits, and climate change adaptation. \* Updated and expanded content on: airport privatisation, economic regulation, technology within the terminal, non-aeronautical innovations, service quality and the passenger experience. \* New and updated international case studies to show recent issues and theory in practice. Updated case studies from emerging economies such as China, India, and



## Travel and Transformation (Current Developments in the Geographies of Leisure and Touri)

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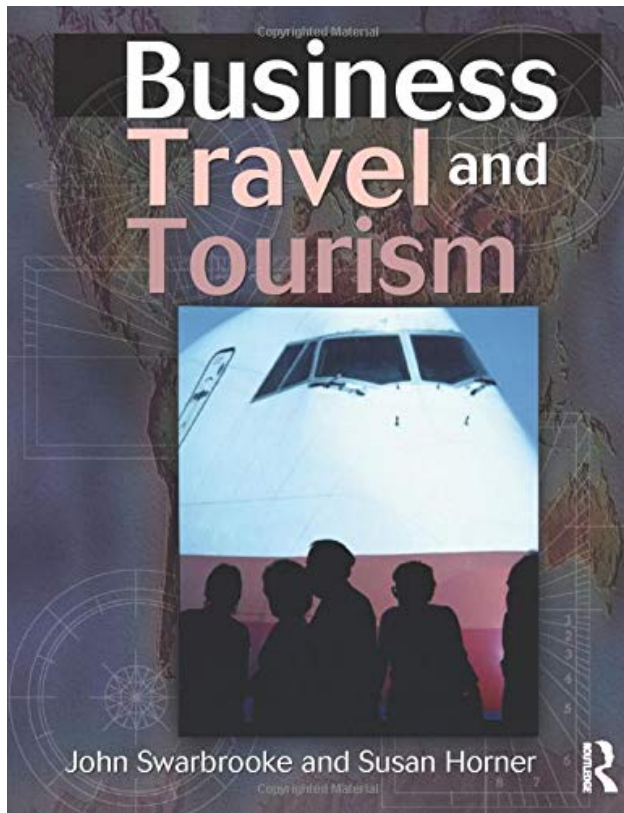
SKU: 9781138270176

Price: \$1,258.95

Categories: [Cultural studies](#), [GEOGRAPHY](#), [GEOGRAPHY](#), [HUMAN GEOGRAPHY](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [SERVICE INDUSTRIES](#), [SOCIAL SCIENCES](#), [SOCIETY & CULTURE: GENERAL](#), [Sociology](#), [SOCIOLOGY & ANTHROPOLOGY](#), [Sociology: sport & leisure](#), [TOURISM](#), [TOURISM INDUSTRY](#)

### Product Description

Travel and tourism have a long association with the notion of transformation, both in terms of self and social collectives. What is surprising, however, is that this association has, on the whole, remained relatively underexplored and unchallenged, with little in the way of a corpus of academic literature surrounding these themes. Instead, much of the literature to date has focused upon describing and categorising tourism and travel experiences from a supply-side perspective, with travellers themselves defined in terms of their motivations and interests. While the tourism field can lay claim to several significant milestone contributions, there have been few recent attempts at a rigorous re-theorization of the issues arising from the travel/transformation nexus. The opportunity to explore the socio-cultural dimensions of transformation through travel has thus far been missed. Bringing together geographers, sociologists, cultural researchers, philosophers, anthropologists, visual researchers, literary scholars and heritage researchers, this volume explores what it means to transform through travel in a modern, mobile world. In doing so, it draws upon a wide variety of traveller perspectives - including tourists, backpackers, lifestyle travellers, migrants, refugees, nomads, walkers, writers, poets, virtual travellers and cosmetic surgery patients - to unpack a cultural phenomenon that has captured the imagination since the very first works of Western literature.



## Business Travel and Tourism

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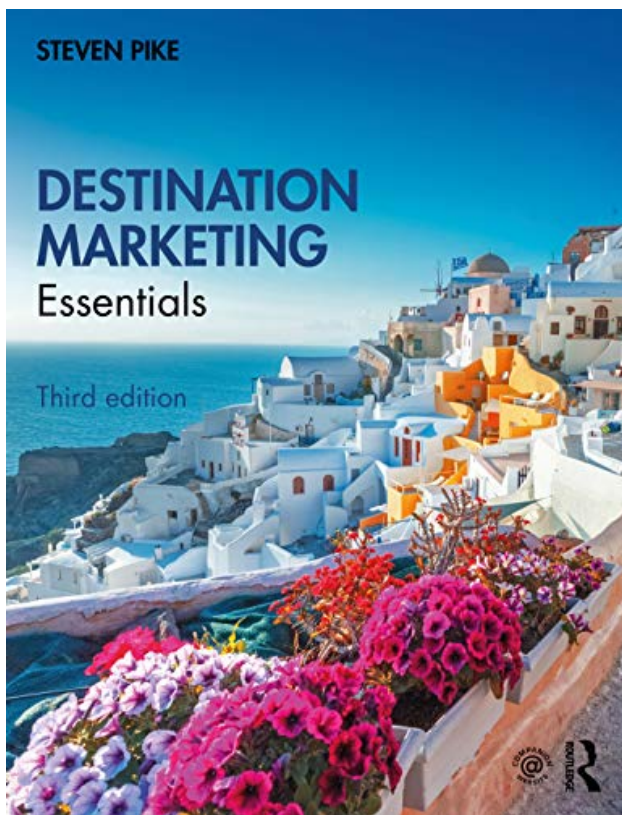
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### Product Description

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## Destination Marketing

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Price: \$1,111.95

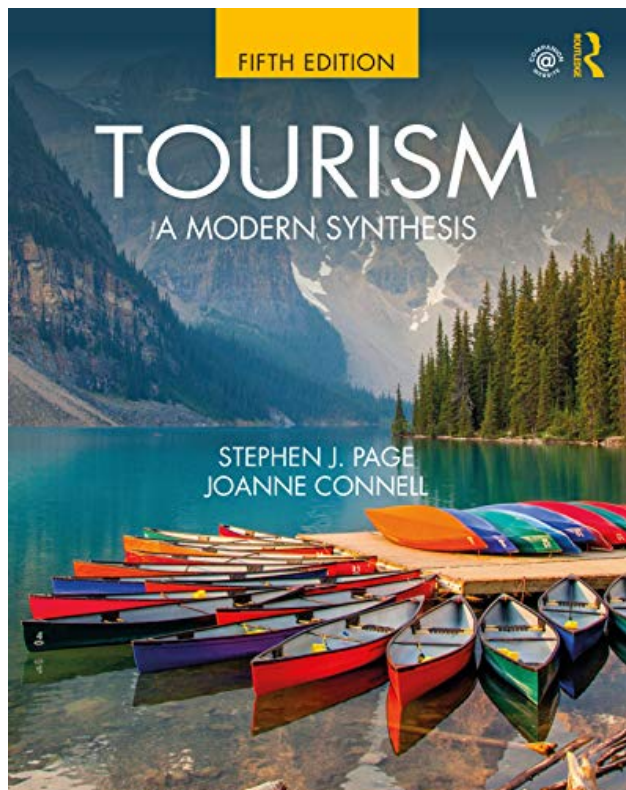
Categories: [BUSINESS & MANAGEMENT](#), [ECONOMICS](#), [FINANCE](#), [BUSINESS AND INDUSTRY](#), [HOSPITALITY INDUSTRY](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [Sales & marketing](#), [SERVICE INDUSTRIES](#), [SERVICE INDUSTRIES](#), [TOURISM](#), [TOURISM INDUSTRY](#)

### Product Description

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



edition has been revised and updated to include: 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant topics such as the Australian bushfires and the threat of COVID-19 Brand-new pedagogical features such as in-chapter class activities, key term definitions, and highlighted critical points New content on cross-sector consortia marketing for meetings and events, social media influencer marketing, the role of technology, resource consumption and climate change, creativity and innovation in developing destination branding, experiential destination marketing and the influence of culture and sustainability on destination marketing Links to free access of the author's journal articles on destination marketing Updated 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.



## Tourism: A Modern Synthesis

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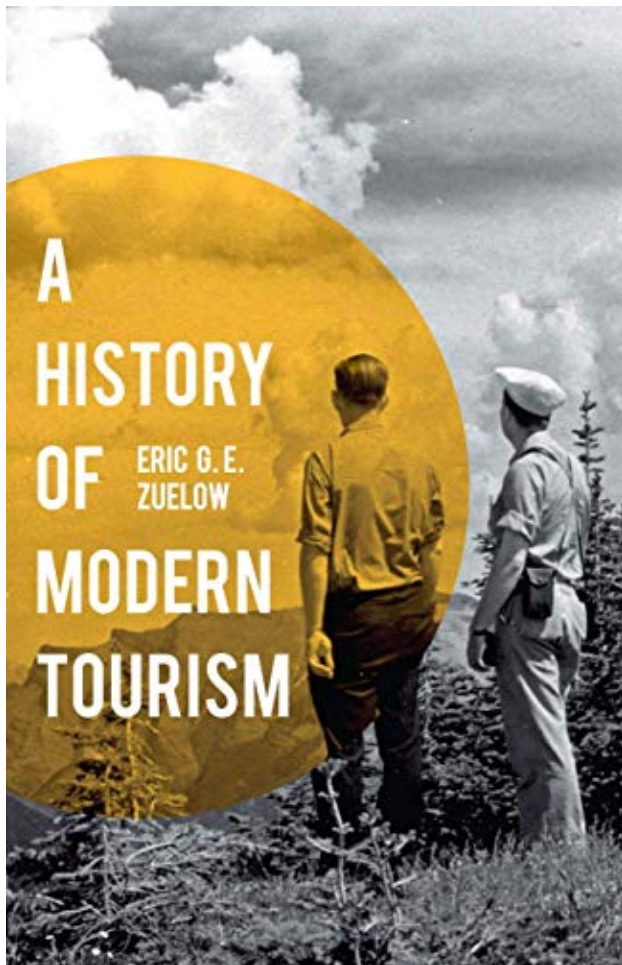
SKU: 9780367437367

Price: \$1,321.95

Categories: [INDUSTRY & INDUSTRIAL STUDIES](#), [SERVICE INDUSTRIES](#), [TOURISM](#), [TOURISM INDUSTRY](#)

### Product Description

Tourism can be a challenging subject for students because it is both dynamic and susceptible to economic turbulence and shifts in trends. *Tourism: A Modern Synthesis* is an essential textbook for tourism students seeking a clear and comprehensive introduction to their studies that addresses these challenges. The authors apply a business approach to the subject, reflecting developments in the teaching and content of university courses, and the text covers both key principles and contemporary themes and issues at a global scale. Among the new features and topics included in this fifth edition are: New and fully updated case studies to reflect current trends and emerging markets including Africa and Asia. Up-to-date content on disruptive technologies such as Airbnb, low-cost airlines, the e-travel revolution and future developments. Current debates in sustainable tourism including the anti-tourism movement, plastic use and the Sustainable Development Goals. New content on evolving topics such as future employment, human resource management in tourism and generational marketing. Fully updated statistics and data. A brand-new Companion Website including an instructor's manual, supplementary case studies, weblinks, multiple choice questions and PowerPoint slides. This is the ideal guide to tourism for students across all levels, serving as a point of reference throughout a programme of study.



## A History of Modern Tourism

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SKU: 9780230369658

Price: \$734.79

Categories: [General & world history](#), [HISTORY](#), [History: specific events & topics](#), [INDUSTRY & INDUSTRIAL STUDIES](#), [SERVICE INDUSTRIES](#), [Social & cultural history](#), [SOCIAL SCIENCES](#), [Sociology](#), [SOCIOLOGY & ANTHROPOLOGY](#), [Sociology: sport & leisure](#), [TOURISM](#), [TOURISM INDUSTRY](#)

### Product Description

Tourism is one of the largest industries in the world, yet leisure travel is more than just economically important. It plays a vital role in defining who we are by helping to place us in space and time. In so doing, it has aesthetic, medical, political, cultural, and social implications. However, it hasn't always been so. Tourism as we know it is a surprisingly modern thing, both a product of modernity and a force helping to shape it. A History of Modern Tourism is the first book to track the origins and evolution of this pursuit from earliest times to the present. From a new understanding of aesthetics to scientific change, from the invention of steam power to the creation of aircraft, from an elite form of education to family car trips to see national 'shrines,' this book offers a sweeping and engaging overview of a fascinating story not yet widely known.

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