



# **Recent Advances in Tourism Marketing Research**

Kaye Sung Chon, Muzaffer Uysal, Daniel Fesenmaier, Joseph O'Leary

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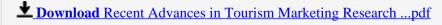
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In order to respond to the dynamic changes taking place in the competitive world of tourism, marketing programs need to be constantly adjusted and updated to take account of new market research. Recent Advances in Tourism Marketing Research offers tourism marketers an excellent basis for developing and evaluating their marketing efforts. The book explores exciting new approaches to conducting tourism marketing research and presents applications which will help you develop and implement new tourism marketing strategies in your business. Chapters in Recent Advances in Tourism Marketing Research reflect the recent explosion of high quality tourism marketing research. Authors come from a number of disciplines and perspectives, ranging from more traditional programs such as hotel, restaurant, and tourism management and leisure studies to geography, urban and regional planning, and sociology. This fusion of diverse ideas gives you innovative insight into important tourism marketing issues including:

- market segmentation
- importance-performance analysis
- tourism demand forecasting
- destination choice modeling
- experience-based sampling methods
- qualitative methods in tourism researchRecent Advances in Tourism Marketing Research positions international tourism within the broader context of the worldwide services economy. It shows marketing and tourism professionals the significance of changing tourism issues and trends based on results of current research which will drive future marketing strategies, and it helps them see their own strategies in light of the future. This unique book helps tourism marketers shape the future of their marketing programs for a tourism product that challenges traditional ways of conducting tourism business. Destination promoters, decisionmakers, and planners in tourism and students and educators of tourism, hospitality, and leisure studies worldwide will find the diversity and originality of the research presented in Recent Advances in Tourism Marketing Research essential for developing successful marketing strategies now and in the future. Also, libraries of schools that have leisure and recreation, tourism, hospitality, marketing, and service programs will want to make this invaluable resource readily available to their patrons.



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