

Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)



Filesize: 2.23 MB

Reviews

This publication is wonderful. It is amongst the most remarkable pdf i have got read. Its been written in an exceptionally basic way and it is merely after i finished reading through this pdf in which really transformed me, alter the way i really believe.




(Shayne Schneider)

SYNERGISM BETWEEN ONLINE BRANDING AND PROMOTION OF TOURISM DESTINATION: REVIEW IN THE CONTEXT OF DESTINATION MANAGEMENT ORGANIZATIONS (DMOS)



To save **Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)** PDF, you should refer to the button under and save the file or have access to additional information that are relevant to SYNERGISM BETWEEN ONLINE BRANDING AND PROMOTION OF TOURISM DESTINATION: REVIEW IN THE CONTEXT OF DESTINATION MANAGEMENT ORGANIZATIONS (DMOS) book.

Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 223x149x17 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2010 in the subject Instructor Plans: Gastronomy / Hospitality / Tourism, printed single-sided, grade: -, - (-), course: -, language: English, abstract: The present study is based on exploring the link between online branding and tourism destination s promotion. From the last two decades, the online media(s) and internet tools contributing enormously in promotion of products as well as services. With the advent of globalization, the service sector also upgraded and the world-class customers are emerged. Henceforth, the promotion of tourism destination by using the online media(s) has drawn extensive attention with ample amount of opportunities. The strategic role played by internet and online technologies in the promotion of tourism destinations across the globe has been catching the attention of researchers to fully explore this segment and utilizing it to earn the desired results. The overall process of online branding contributes in the worldwide promotion of tourism destinations and ultimately it helps to secure the sustainable competitive advantage. There are several case studies of the tourism destinations which preferred and utilized the latest online technologies as their main conduit to promote and nourish their destinations to reach their potential markets and able to promote it and also creating the wider scope for future online branding strategies. The findings of the study suggesting also considered the online branding strategies along with traditional methods of destination branding. 36 pp. Englisch.

-  [Read Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations \(DMOs\) Online](#)
-  [Download PDF Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations \(DMOs\)](#)
-  [Download ePUB Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations \(DMOs\)](#)

Relevant eBooks



[PDF] Psychologisches Testverfahren

Access the web link listed below to download and read "Psychologisches Testverfahren" PDF file.

[Read Book »](#)



[PDF] Programming in D

Access the web link listed below to download and read "Programming in D" PDF file.

[Read Book »](#)



[PDF] The Java Tutorial (3rd Edition)

Access the web link listed below to download and read "The Java Tutorial (3rd Edition)" PDF file.

[Read Book »](#)



[PDF] New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Access the web link listed below to download and read "New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond" PDF file.

[Read Book »](#)



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Access the web link listed below to download and read "Adobe Indesign CS/Cs2 Breakthroughs" PDF file.

[Read Book »](#)



[PDF] Sport is Fun (Red B) NF

Access the web link listed below to download and read "Sport is Fun (Red B) NF" PDF file.

[Read Book »](#)



[PDF] Memoirs of Robert Cary, Earl of Monmouth

Follow the web link under to download and read "Memoirs of Robert Cary, Earl of Monmouth" document.

[Download eBook »](#)



[PDF] Federal Court Rules: 2012 (Paperback)

Follow the web link under to download and read "Federal Court Rules: 2012 (Paperback)" document.

[Download eBook »](#)



[PDF] In Nature s Realm, Op.91 / B.168: Study Score (Paperback)

Follow the web link under to download and read "In Nature s Realm, Op.91 / B.168: Study Score (Paperback)" document.

[Download eBook »](#)



[PDF] Aida, Opera in Four Acts: Vocal Score (Paperback)

Follow the web link under to download and read "Aida, Opera in Four Acts: Vocal Score (Paperback)" document.

[Download eBook »](#)



[PDF] The Noon Witch, Op. 108 / B. 196: Study Score (Paperback)

Follow the web link under to download and read "The Noon Witch, Op. 108 / B. 196: Study Score (Paperback)" document.

[Download eBook »](#)



[PDF] Instrumentation and Control Systems

Follow the web link under to download and read "Instrumentation and Control Systems" document.

[Download eBook »](#)