
Dubai Tourism And Destination Branding

Comprehensive Brand Development for Cities and Regions

From Theory to Strategy

Admired cities, regions and countries

The UAE

Strategic Place Branding Methodologies and Theory for Tourist Attraction

Volume 8, Year: 2014

Brand, Label, and Product Intelligence

Destination Marketing Organisations

An Insider's Guide to Place Branding

Connecting Tourist Experiences to Places

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Marketing Tourism and Hospitality

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Marketing and Managing Tourism Destinations

The Routledge Handbook of Destination Marketing

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An International Approach

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Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced

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Towards a Sustainable Future

Destination Branding

Global Developments in Healthcare and Medical Tourism

An Introduction

Tourist Destination Images and Local Culture

Naming Rights, Place Branding, and the Cultural Landscapes of Neoliberal Urbanism

Impact of Dubai Tourism on Uae Economy and the Neighboring Gulf States

CORDOVA LOZANO

Comprehensive Brand Development for Cities and Regions IGI Global

The Routledge Companion to Media and Tourism provides a comprehensive overview of the research into the convergence of media and tourism and specifically investigates the concept of mediatized tourism. This Companion offers a holistic look at the relationship between media and tourism by drawing from a global range of contributions by scholars from disciplines across the humanities and social sciences. The book is divided into five parts, covering diverse aspects of mediatization of tourism including place and space, representation, cultural production, and transmedia. It features a comprehensive theoretical introduction and an afterword by leading scholars in this emerging field, delving into the ways in which different forms of media content and consumption converge, and the consequential effects on tourism and tourists. The collection is an invaluable resource for students and scholars of tourism studies, cultural studies, and media and communication, as well as those with a particular interest in mediatization, convergence culture, and contemporary culture.

From Theory to Strategy Springer

This textbook shows how cities, regions and countries adopt branding strategies similar to those of leading household brand names in an effort to differentiate themselves and emotionally connect with potential tourists. It asks whether tourist destinations get the reputations they deserve and uses topical case studies to discuss brand concepts and

challenges. It tackles how place perceptions are formed, how cities, regions and countries can enhance their reputations as creative, competitive destinations, and the link between competitive identity and strategic tourism policy making.

Admired cities, regions and countries Routledge

Presents a different approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism. This book highlights the ongoing threats from terrorism and health scares faced by the tourism industry, and discusses the related security and risk management strategies.

The UAE Routledge

Place branding as a field of research is still in a state of infancy. This book seeks to address this, offering a theory of place branding based on the tourist experience, keeping in mind the roles of stakeholders, both public and private organisations and DMOs in managing the place brand. *Place Branding: Connecting Tourist Experiences to Places* seeks to build a customer-based view of place branding through focusing on the individual as a tourist who travels to undertake a memorable experience. The place is the key creator of this experience, which begins well before the travel-to and ends well after the travel-back. Individuals choose the places where to go, collect information on them, ask for advice and suggestions from fellow travellers, give feedback when they come back and talk a lot about their experience, spreading word-of-mouth. The book enables readers to understand how the tourist experience can be managed as a brand. Readers are exposed to a variety of problems,

methodological approaches, and geographical areas, which allows them to adapt frames to different contexts and situations. This book is recommended reading for students and scholars of business, marketing, tourism, urban studies and public diplomacy, as well as practitioners, business consultants and people working in public administration and politics.

Strategic Place Branding Methodologies and Theory for Tourist Attraction
Springer Nature

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

Volume 8, Year: 2014 Routledge
Tourism has become a booming industry within the last few decades, and with the help of many new unique destinations and activities, creative tourism will continue this upward trajectory for the foreseeable future. Tourism helps stimulate economies, decrease unemployment, promote cultural diversity, and is overall a positive impact on the world. *Driving Tourism through Creative Destinations and Activities* provides a comprehensive discussion on the most unique, emerging tourism topics and trends. Featuring engaging topics such as social networking, destination management organizations, tourists' motivations, and service development, this publication is a pivotal resource of academic material for managers, practitioners, students, and researchers actively involved in the hospitality and tourism industry.

Brand, Label, and Product

Intelligence Routledge

This textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses, placing special emphasis on SMEs in the international tourism industry. It includes examples from a wide range of destinations, from emerging markets to high-income countries. Taking a comprehensive approach, the book covers the whole spectrum of tourism and hospitality marketing including destination marketing, marketing research, consumer behaviour, and digital and social media marketing. Practical in focus, it gives students the tools, techniques, and underlying theory required to design and implement successful tourism marketing plans. Chapters contain in-depth case studies, including companies like Marine Dynamics Shark Tours (South Africa), Reality Tours & Travel (Mumbai, India), and Makeover Tours (Turkey). Thematic case studies include 'Halal Tourism in Southeast Asia', and 'Marketing and Branding Rwanda'. These illustrate key concepts and theory, with definitions, key summaries, and discussion questions providing further insights. This textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation.

Destination Marketing Organisations
Springer

As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical foundations and its contribution to development and to re-assert its future. This important new book advances understanding of place branding through its holistic, critical and evidence-based approach. Contributions by world-leading specialists explore a series of crucially

significant issues and demonstrate how place branding will contribute more to cultural, economic and social development in the future. The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for anyone involved in the field.

An Insider's Guide to Place Branding

CABI

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 planned, implemented and evaluated to achieve successful destination competitiveness. This new third 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.

Connecting Tourist Experiences to Places International University College

This book advances the current literature on destination marketing by using innovative up-to-date case studies from a wide geographical representation. The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image, branding, attractions and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism and film-induced tourism. Presenting detailed findings and a range of methodologies, ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars and practitioners in the fields of tourism and marketing.

MALAYSIA Collection of Essays Palgrave Macmillan

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area's population. Strategic Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy

makers, students, and professionals.

Marketing Tourism and Hospitality

Routledge

Surveys the world of place branding and marketing and offers readers an illuminating overview of the state-of-the-art of place branding principles, practices and processes

Place Branding Routledge

Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism such as community based, accessible, film, agricultural and cultural-heritage tourism entail unique issues for development.

Definitely Dubai: Destination Branding in Action Routledge

This book examines key contemporary marketing concepts, issues and challenges that affect destinations within a multidisciplinary global perspective. Uniquely combining both the theoretical and practical approaches, this handbook discusses cutting edge marketing questions such as innovation in destinations, sustainability, social media, peer-to-peer applications and web 3.0. Drawing from the knowledge and expertise of 70 prominent scholars from over 20 countries around the world, The Routledge Handbook of Destination

Marketing aims to create an international platform for balanced academic research with practical applications, in order to foster synergetic interaction between academia and industry. For these reasons, it will be a valuable resource for both researchers and practitioners in the field of destination marketing.

Routledge

Contemporary Cases in Tourism: Volume 1 presents 11 international case studies, collected under the headings of marketing tourism, sustainable tourism and niche tourism.

Emerging Innovative Marketing

Strategies in the Tourism Industry

Springer Science & Business Media

Marketing and Managing Tourism

Destinations is a comprehensive and

integrated textbook which uniquely

considers both destination marketing

and management in one volume. It

focuses on how destination marketing is

planned, implemented and evaluated as

well as the management and operations

of destination marketing and

management organizations, how they

conduct business, major opportunities,

challenges and issues they face to

compete for the global leisure and

business travel markets. This textbook

provides students with: A solid

introduction to destination marketing

strategy and planning, to organization

and support planning and then to

operations, implementation and

evaluation, as well as major issues,

challenges and expected new directions

for destination marketing, management

and Destination Management

Organizations (DMOs). A unique

systematic model to manage and market

destinations. Core concepts are

supported with well integrated

international case studies to show the

practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

The Routledge Companion to Media and Tourism Reputo Press

Tourism has attracted increasing interest from not only scholars with a background in the subject, but also those studying in a number of other fields, given the growing relevance of areas such as psychology, sociology, planning and marketing. As such, this book brings together twelve chapters addressing various aspects of tourism development, from sustainability and ecotourism to cases of developing alternative tourism products. The contributions are enriched through selected practical case studies from a wide range of countries, including the United Arab Emirates, Slovenia, Vietnam, Malaysia, Mexico, South Africa, France, Turkey, and Argentina. The book, systematic in structure and thorough in content, will be useful for people from academic and practical backgrounds seeking to update their current knowledge of tourism development.

European Journal of Tourism Research Routledge

This book aims to apply a framework that can be used to explain how tourism and destination branding in Dubai has had a great impact on the national economies of the nations surrounding

the city and also the horn of Arabia. The book analyses how effective the various new developments created by the government really are, when discussing the effect of tourism on the UAE economy. It should be mentioned that not only do these developments have an impact on tourism but also on UAE's real estate market, construction, financial markets, media and I.T, business, trade and investments. Showing that the progress in marketing for Dubai city as a holiday destination has dramatically changed development in many areas of life in the city, inspiring its neighbouring states and countries such as, Oman, Qatar and Bahrain to consider new way to promote their country as a holiday destination.

Contemporary Tourism Springer Nature

The topic of place branding is moving from infancy to adolescence. Many cities, and nations have already established their place brand and this well documented new book brings the fundamentals of place branding together in an academic format but is at the same time useful for practice.

Rethinking Place Branding

Goodfellow Publishers Ltd

William Gueraiche's work is the first scholarly study of the UAE's campaign to establish itself on the international stage and to explore the impact that its economic transformation has had on the country. Emirati society remains at core conservative and the preservation of Arab-Islamic identity remains important, yet the UAE has the highest proportion of foreigners of any country in the world. What does this mean for the identity of Emiratis living there and what are the implications for foreigners working there? The author also explores the environmental costs of the Dubai

lifestyle, its 'Look East' policy and increasing volume of trade with eastern Asia, and the ways in which the UAE has sought to challenge the traditional hegemony of Saudi Arabia in the region.

In a final chapter the author examines the impact of the economic depression that called the whole representation of Dubai into question.

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