

Social Media Marketing in Tourism and Hospitality

Ladenpreis: 131,99EUR

ISBN: 978-3-319-38248-7

Auflage: Softcover reprint of the original 1st ed. 2015

Verlag: Springer, Springer International Publishing

Erscheinungsdatum: 24.09.2016

Autoren: Minazzi Roberta

WEITERE INFORMATIONEN UND BESTELLUNG

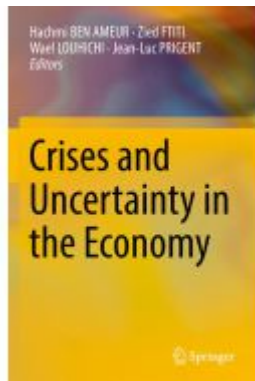
<https://shop.lexisnexis.at/social-media-marketing-in-tourism-and-hospitality-9783319382487.html>

Details

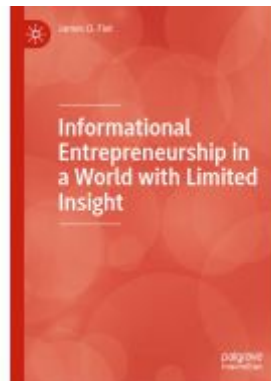
This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences.

The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the "digitization of word of mouth" via online networks. The second part analyzes the impacts that social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

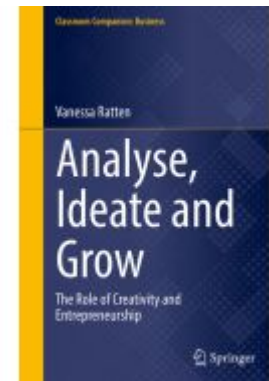
Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



Crises and Uncertainty in the Economy
Ladenpreis: 241,99EUR



Informational Entrepreneurship in a World
with Limited Insight
Ladenpreis: 164,99EUR



Analyse, Ideate and Grow
Ladenpreis: 62,69EUR



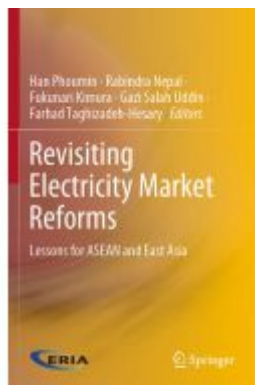
Karriereperspektiven berufstätiger Mütter
Ladenpreis: 56,50EUR



Die Realteilung von
Personengesellschaften im
Einkommensteuerrecht
Ladenpreis: 82,23EUR



Diversity Intelligence
Ladenpreis: 164,99EUR



Revisiting Electricity Market Reforms
Ladenpreis: 109,99EUR



Wirtschaftseliten in der Pflicht
Ladenpreis: 30,80EUR



Digital Transformation and the World
Economy
Ladenpreis: 164,99EUR



State and Enterprise
Ladenpreis: 219,99EUR