



Handbook of Tourism and Hospitality Marketing in Indonesia

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Details

This book offers a comprehensive exploration of the dynamic marketing and promotion strategies within Indonesia's tourism and hospitality sector. In an era where the global tourism landscape is constantly evolving, Indonesia stands out for its rapid transformation, largely driven by innovative marketing approaches.

The book provides readers with a detailed examination of the fundamental theories of marketing and their practical applications in the Indonesian context. It also presents real-world case studies and examples, illustrating the historical perspectives, evolving tactics, contemporary challenges, emerging opportunities, and future projections in tourism marketing in Indonesia.

A significant portion of the book is dedicated to showcasing successful marketing campaigns, branding initiatives, and promotional activities that have significantly impacted Indonesia's tourism growth. These case studies not only serve as examples of best practices but also highlight the unique challenges and solutions inherent to the Indonesian market. This book is intended for a wide audience, including tourism marketing students, academics, industry professionals, entrepreneurs interested in the Indonesian market, policymakers, international researchers, digital marketers, brand strategists, and anyone passionate about understanding the intricacies of the Indonesian tourism and hospitality marketing landscape. Its insights are not only valuable for those focusing on Asia but also hold global relevance in the ever-changing field of tourism marketing.