

CASE STUDY

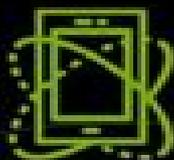
Regional Tourism

Overview

A Convention and Visitor's Bureau needed help with increasing tourism for sporting events, hiking and a historical museum. A grant had been won to provide funding, and this grant prohibited advertisements within a 100 mile radius, instead requiring reach beyond that within a reasonable drive radius. Research was completed by Amplified to determine which DMAs held the highest potential for family travel, and campaigns were built to reach families interested in travel for their top 3 DMAs.

Advertising Solutions

- Social Media and YouTube advertising to engage with target audiences
- Targeted Display & Video reaching specific audience groups
- Paid Search to reach those interested specifically in museums and sporting events



SOCIAL MEDIA

1.91% CTR

Benchmark: 0.89%

YOUTUBE TRUEVIEW

52% VVR

Benchmark: 29.6%



PROGRAMMATIC TARGETING

0.12% CTR

Benchmark: 0.06%



PAID SEARCH

14.27% CTR

Benchmark: 4.68%



Studies In Tourism

**Irena Ateljevic, Annette Pritchard, Nigel
Morgan**

Studies In Tourism:

Key Concepts in Tourist Studies Melanie Smith, Nicola MacLeod, Margaret Hart Robertson, 2010-04-14 Electronic Inspection Copy available for instructors here Tourism is the fourth biggest industry in the world What are the key concepts in Tourist Studies This essential resource for students of tourism contains concise and authoritative entries on Planning Tourism Sustainable Tourism Festivals and Events Cultural Tourism Economics of Tourism Regeneration The Experience Economy Urban Tourism Sex Tourism Shrewdly judged to suit the needs of the modern student the book offers the basic materials tools and guidance for making sense of tourism and gaining the best results in essays and exams **Tourism Studies and the Social Sciences** Andrew Holden, 2004-06-01 Based upon a social science approach to understanding the significance of tourism in contemporary society Andrew Holden s fascinating book highlights tourism as a multidisciplinary area of study with rich and varied theoretical underpinnings Here Holden introduces social science disciplines and applies relevant theories to the understanding of tourism He investigates how the economic and political structures of society influence the manifestation of tourism at a global level and subsequently considers a variety of topical issues including citizenship and social exclusion tourism as a form of trade consumerism the consequences of tourism and feminism and ethics Each chapter includes a brief introductory summary of the discipline a critique of its main theories and concepts which have relevance to tourism a discussion of how the theories and concepts have been applied to tourism using cases and examples international case studies and examples Punctuated with study and teaching aids chapter summaries and think points to encourage reflection this excellent broad ranging textbook provides a wider understanding of tourism s role in society **The SAGE Handbook of Tourism Studies** Tazim Jamal, Mike Robinson, 2009-07-01 The strongest overview I have encountered of the scope and the current state of research across all the fields involved in advancing our understanding of tourism For its range of topics depth of analyses and distinction of its contributors nothing is comparable Professor Dean MacCannell University of California Davis The breadth of vision and sweep of accounts is remarkable and range of topics laudable a rare combination of the authoritative the challenging and stimulating Professor Mike Crang Durham University Tourism studies developed as a sub branch of older disciplines in the social sciences such as anthropology sociology and economics and newer applied fields of study in hospitality management civil rights and transport studies This Handbook is a sign of the maturity of the field It provides an essential resource for teachers and students to determine the roots key issues and agenda of tourism studies exploring The evolution and position of tourism studies The relationship of tourism to culture The ecology and economics of tourism Special events and destination management Methodologies of study Tourism and transport Tourism and heritage Tourism and postcolonialism Global tourist business operations Ranging from local to global issues and from questions of management to the ethical dilemmas of tourism this is a comprehensive critically informed constructively organized overview of the field It draws together an inter disciplinary group of contributors who are among

the most celebrated names in the field and will be quickly recognized as a landmark in the new and expanding field of tourism studies

The Critical Turn in Tourism Studies Irena Ateljevic, Nigel Morgan, Annette Pritchard, 2013-06-17

In today's increasingly complex tourism environment decision making requires a rounded well informed view of the whole. Critical distance should be encouraged consultation and intellectual rigour should be the norm amongst managers and there needs to be a radical shift in our approach to educating future tourism and hospitality managers and researchers. This second edition intends to move the debate forward by exploring how critical tourism inquiry can make a difference in the world linking tourism education driven by the values of empowerment partnership and ethics to policy and practice. This volume is designed to enable its reader to think through vital concepts and theories relating to tourism and hospitality management stimulate critical thinking and use multidisciplinary perspectives. The book is organized around three key ways of producing social change in and through tourism: critical thinking, critical education and critical action. Part one focuses on the importance of critical thinking in tourism research and deals with two key topics of our academic endeavours: i) tourism epistemology and theoretical and conceptual developments ii) research entanglements, knowledge production and reflexivity. Part two considers the university as a site for activism by mapping out the moral, academic and practical role of educators in developing ethical and responsible graduates and explores the student experience. The final part attempts to provide new understandings of the ways in which social justice and social transformation can be achieved in and through tourism. This timely and thought provoking book which collectively questions tourism's current and future role in societal development is essential reading for students, researchers and academics interested in Tourism Hospitality.

The Critical Turn in Tourism Studies Irena Ateljevic, Annette Pritchard, Nigel Morgan, 2007-03-15

New approaches to tourism study demonstrate a notable critical turn: a shift in thought that emphasises interpretative and critical modes of tourism inquiry. The chapters in this volume reflect this emerging critical school of tourism studies and represent a coordinated effort of tourism scholars whose work engages innovative research methodologies. Since such work has been dispersed across a variety of tourism related and other research fields, this book responds to a pressing need to consolidate recent advances in a single text. Adopting a broad definition of criticality, the contributors seek to find fresh ways of theorising tourism by locating the phenomenon in its wider political, economic, cultural and social contexts. The collection addresses the power relations underpinning the production of academic knowledge, presents a range of qualitative data collection methods which confront the field's dominant post-positivist approaches, foregrounds the emotional dynamics of research relations and explores the personal, the political and the situated nature of research journeys. The book has been divided into two parts with the essays in the first part establishing a context specific framework for engaging philosophical and theoretical debates in contemporary tourism enquiry. The second set of essays then present, discuss and critique specific methodologies, research techniques, methods of interpretation and writing strategies, all of which are in some sense illustrative of critical tourism research. Contributors

range from postgraduate students to established academics and are drawn from both the geopolitical margins and the powerbases of the tourism academy Their various relationships with the English speaking academy thus range from relative outsider to well positioned insider and as a result their essays are reflective of a range of locations within the complexly spun web of academic power relations and social divisions *Tourism Research* Gayle Jennings,2011-07-18 Students studying tourism are required to undertake a study in research techniques and methodologies as part of their tourism degree Major aims of this new edition are to encourage students to think about the importance of research in tourism appreciating the role that it plays in the tourism industry as well as to familiarise students with the wide diversity of research strategies available to them *Tourism Research* second edition introduces the concept of qualitative quantitative and mixed methods research methodologies associated with tourism It also considers indigenous and cross cultural methodologies The relationship of tourism research its underpinnings sources and methods with the implications for tourism development planning and management are clearly established and discussed The text is focused on the tourism sector rather than the leisure and recreation sector The role of researchers as professionals as well as usage and impacts of research are incorporated throughout the text to ensure students appreciate the diversity of research in the tourism industry as well as the consequences of research decision making processes This revised edition continues to provide a balanced discussion between qualitative and quantitative methodologies and their associated theoretical underpinnings FEATURES Industry Insights vignettes illustrate the relevance of research in the tourism industry Three in depth case studies develop student understanding of qualitative and quantitative methodologies as well as cross research research Now packaged FREE with this text is a 12 month student subscription to the *International Journal of Tourism Research* IJTR This journal provides an international platform for debate and dissemination of research findings whilst also facilitating the discussion of new research areas and techniques IJTR will continue to add a vibrant and exciting channel for those interested in tourism and hospitality research developments *Asian Qualitative Research in Tourism* Paolo Mura,Catheryn Khoo-Lattimore,2018-02-21 This book explores the ontologies epistemologies methodologies and methods that inform tourism qualitative research conducted either by Asian scholars or non Asian scholars focusing on Asia In addition to providing a platform for researchers to publish their qualitative journeys it aims to encourage further Asian qualitative tourism research production The book not only includes chapters from Asian scholars but also non Asian tourism researchers with a focus on Asia as their chapters are crucial to represent the multiplicity of realities constituting Asia It is of interest to the whole tourism academic community as it provides novel methodological insights from a non Western perspective which at the moment are often silenced by dominant Western voices *Environmental Impacts of Tourism in Developing Nations* Sharma, Ravi,Rao, Prakash,2018-09-07 In the face of rapid industrialisation in the last few decades the tourism economy has blossomed into a major industry with positive impacts such as economic growth infrastructure development employment and

income generation However tourism brings negative environmental effects such as degradation of landscapes and habitats increased vulnerability of avifauna and wildlife and pollution leading to the decline of species Environmental Impacts of Tourism in Developing Nations is a pivotal reference source that explores some of the critical challenges faced in the tourism economy particularly with regard to the impacts on the environment in developing nations It also explores the impact tourism plays in the biophysical environment such as the issue of climate change While highlighting topics such as environmental justice ecosystems and ecotourism this book is ideally designed for academicians policymakers environmentalists tourism professionals and graduate level students seeking current research on the environmental and economic impacts of tourism

The Business of Tourism A. K. Bhatia, 2007-09 Travel and tourism is one of the world's most important and fastest growing economic sectors generating jobs and substantial wealth for economies around the globe The present book **The Business of Tourism Concepts and Strategies** explains the complex tourism phenomenon in its various manifestations Various academic disciplines are involved in the study of tourism because of the complex nature of the subject Some basic disciplines such as economics psychology sociology and geography contribute a great deal to the understanding of the subject Newer disciplines like marketing and management special interest tourism travel legislation and business travel have been introduced in this volume The book gives the reader a global perspective of the travel and tourism industry The approach has been to provide a simple and comprehensive outline of as many concepts as possible The book contains some additional features which will be of great help to the reader These features include case studies having references to the subject matter discussed in various chapters The cases are taken from the industry and provide interesting material for interactive discussion Contents Acknowledgements Preface Travel Trade Abbreviations Tourism A Historical Perspective Consumer Behaviour and Tourism Demand Dimensions of Tourism Measuring The Demand For Tourism The Structure of Tourism Industry The Tourism Industry And Public Sector Organisation Special Interest Tourism International Cooperation In Tourism Travel And Accommodation Travel And Transport Retail Travel Trade Travel Legislation Business Tourism Marketing and Promotion for Tourism Tourism Planning And Environment Glossary Travel and Tourism Ticketing And Airlines Terms Hotel Industry Terms Travel Trade Publications International Tourism Periodicals Travel Industry Journals And Periodicals Travel Research Journals Education and Training in Travel and Tourism Institutes International Organisations Travel Related Publications of International Organisations Bibliography Index

CASE STUDIES **Tourism Studies: the Basics** Pau Obrador Pons, Michael A. Crang, 2017-12-08 Tourism Studies The Basics is an engaging critical introduction to the essential theory and practice of tourism how it started and how it has developed Examining the major themes from a range of perspectives this text answers key introductory questions Adopting a broad interdisciplinary approach to the subject each chapter begins with a case study and uses rich examples to illustrate and support the concepts discussed This text will appeal to all those studying tourism in its own right and from the perspectives of geography sociology and anthropology **The**

Wiley Blackwell Companion to Tourism C. Michael Hall, 2024-07-11 The first authoritative overview of tourism studies published post COVID 19 The Wiley Blackwell Companion to Tourism remains a definitive reference in this interdisciplinary field Edited and authored by leading scholars from around the world this state of the art volume provides a comprehensive critical overview of tourism studies across the social sciences In depth yet accessible chapters combine established theories and cutting edge developments and analysis addressing a wide range of current and emerging topics issues debates and themes The second edition of the Companion reflects the complexity of the changing field incorporating new developments diverse theories core themes and fresh perspectives throughout New and revised chapters explore the organization and practice of tourism pressing health economic social and environmental challenges the impact of the COVID 19 pandemic on tourism and the tourist industry empowerment placemaking mindfulness and wellbeing resident attitudes towards tourism Chinese outbound tourism public transport long distance walking and more Covers the full spectrum of tourism studies including its connections to geography sociology urban studies sustainability marketing management globalization and policy Outlines exciting new and emerging approaches theoretical foundations and major developments in tourism studies Offers perspectives on major topics including the role of tourism in the Anthropocene global and local change resilience innovation and consumer and business behavior Sets an agenda for future tourism research and reviews significant issues in theory method and practice Features new contributions from an international panel of younger scholars and established researchers With a wealth of up to date bibliographic references and extensive coverage of the tourism related literature The Wiley Blackwell Companion to Tourism Second Edition is required reading for undergraduate students postgraduate researchers lecturers and academic scholars in tourism studies tourism management tourism geography tourism theory sociology urban studies and globalization as well as professionals working in tourism and hospitality management worldwide

Tourism and Borders Professor Helmut Wachowiak, 2012-11-28 Although globalization has led to increased cross border traffic there has been little examination of how crossing political boundaries affects tourism and vice versa Bringing together case studies from Europe the USA and Southern Africa this volume discusses current issues and policies destination management and communication and planning in cross border areas Topics studied include borders as tourist attractions and destinations in their own right as barriers to travel and the growth of tourism boundaries as links of transit and the growth of supranationalism The book concludes that the role of borders has changed dramatically in recent years Many more borders that have traditionally hosted large scale tourism are becoming more difficult to cross primarily because of safety and immigration concerns On the other hand places that were once forbidden to foreigners are now opening up and new destinations are becoming more commonplace

Challenges in Tourism Research Tej Vir Singh, 2015-08-04 In this volume leading experts from different disciplines and diverse geographic regions discuss fundamental often controversial topics in the field of tourism studies The book attempts to understand identify and analyse some of the perennial problems and

challenges encountered by tourism researchers The debates include topics such as the concept of the tourist the long term sustainability of tourism development the growth of volunteer tourism and the vulnerability of tourism Bringing together the collective wisdom of 37 renowned tourism scholars in a unique format this is an important text for undergraduate and postgraduate students tourism researchers and industry professionals

Tourism Chris Cooper,1993 Over the last ten years the study of tourism in higher education has grown from a specialist sideline to a mainstream academically respectable subject This book meets the requirements of students at undergraduate level providing a blend of theoretical Principles and practice with international case studies and model examples wherever possible blend of theoretical principles and practice with case studies and model examples wherever possible Authors are international experts in their field

Issues in Cultural Tourism Studies Melanie K. Smith,2009-12-04 The extensively revised second edition of Issues in Cultural Tourism Studies provides a new framework for analyzing the complexity of cultural tourism and its increasing globalization in existing as well as emergent destinations of the world The book will focus in particular on the need for even more creative tourism strategies to differentiate destinations from each other using a blend of localized cultural products and innovative global attractions The book explores many of the most pertinent issues in heritage arts festivals indigenous ethnic and experiential cultural tourism in urban and rural environments alike This includes policy and politics impact management and sustainable development interpretation and representation marketing and branding and regeneration and planning As well as exploring the inter relationships between the cultural and tourism sectors local people and tourists the book provides suggestions for more effective and mutually beneficial collaboration New edition features include an increased number of topical case studies and contemporary photographs which serve to contextualize the issues discussed a re orientation towards global rather than just European issues three brand new chapters on The Geography of Cultural Tourism The Politics of Global Cultural Tourism and The Growth of Creative Tourism an extensively revised chapter on Experiential Tourism At the interface between the global and the local a people centred approach to planning and development is advocated to ensure that benefits are maximized for local areas a sense of place and identity are retained and the tourist experience is enhanced to the full The text is unique in that it provides a summary and a synthesis of all of the major issues in global cultural tourism which are presented in an accessible way using a diverse range of international case studies This is a beneficial and valuable resource for all tourism students

Research Methods for Tourism Students Ramesh Durbarry,2017-12-12 This introductory guide offers innovative ideas and strategies to students undertaking their first social science research work Academically rigorous yet accessible it uses a systematic step by step approach to illustrate the research process and its applications to the tourism industry Students are presented with numerous examples and case studies linking theory with practice The textbook provides a balanced coverage of both qualitative and quantitative methods accompanying students throughout the process of selecting a research topic and specifying research questions aims and

objectives A range of pedagogical features such as discussion questions practical tips and examples enable students to review the literature understand models and methodologies analyse and interpret data quantitative and qualitative and ultimately write up their findings Featuring contributions by a group of academics with expertise in their respective fields the book provides a comprehensive and engaging introduction to research methods This is an essential resource to tourism students and will also be of interest to researchers in any social science subject

The SAGE International Encyclopedia of Travel and Tourism Linda L. Lowry,2016-09 Taking a global and multidisciplinary approach The SAGE International Encyclopedia of Travel and Tourism examines the world travel and tourism industry which is expected to grow at an annual rate of four percent for the next decade

Tourism Challenges in the 21st Century World Tourism Organization,2000

Field Guide to Case Study Research in Tourism, Hospitality and Leisure Kenneth F. Hyde,Chris Ryan,Arch G. Woodside,2012-06-26 This international field guide provides methods and studies on how to do case study research in natural settings This text is ideal for those studying and conducting case study research in tourism hospitality and leisure disciplines It provides a comprehensive and practical account of how to describe explain and predict case behavior

Teaching Tourism Malcolm Lawson,1975

Unveiling the Magic of Words: A Overview of "**Studies In Tourism**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Studies In Tourism**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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Table of Contents Studies In Tourism

1. Understanding the eBook Studies In Tourism
 - The Rise of Digital Reading Studies In Tourism
 - Advantages of eBooks Over Traditional Books
2. Identifying Studies In Tourism
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Studies In Tourism
 - User-Friendly Interface
4. Exploring eBook Recommendations from Studies In Tourism
 - Personalized Recommendations
 - Studies In Tourism User Reviews and Ratings
 - Studies In Tourism and Bestseller Lists

5. Accessing Studies In Tourism Free and Paid eBooks
 - Studies In Tourism Public Domain eBooks
 - Studies In Tourism eBook Subscription Services
 - Studies In Tourism Budget-Friendly Options
6. Navigating Studies In Tourism eBook Formats
 - ePub, PDF, MOBI, and More
 - Studies In Tourism Compatibility with Devices
 - Studies In Tourism Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Studies In Tourism
 - Highlighting and Note-Taking Studies In Tourism
 - Interactive Elements Studies In Tourism
8. Staying Engaged with Studies In Tourism
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Studies In Tourism
9. Balancing eBooks and Physical Books Studies In Tourism
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Studies In Tourism
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Studies In Tourism
 - Setting Reading Goals Studies In Tourism
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Studies In Tourism
 - Fact-Checking eBook Content of Studies In Tourism
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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