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TOURISM THEORY AND PRACTICE THE FOREFRONT SERIES: CHINA NATIONAL TOURISM IMAGE STUDY(CHINESE EDITION)



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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2013 Pages: 240 Language: Chinese in Publisher: China Travel and Tourism Press At present, the domestic cities and scenic tourism image and brand research and practice has become commonplace, and focus on the national tourism image and brand research and practice are very few. Travel books of theory and practice frontier: China National Tourism Image Study, the theme of the destination image, recalling the theoretical results at home and abroad, to create easy Concepts love of the road, the model, the destination image and the image of the country, branding, place attachment is placed in the background of the same study. Tourism Theory and Practice the forefront Series: destination by the China National Tourism Image Study integrated image analysis framework is an extension of the traditional destination image formation theory, destination image researchers; perceived status quo identification based on a number of market research formed the image of China's National Tourism National Tourism enhancing the image of the behavior of the system and the national tourism brand strategy to build and enhance the dissemination of ideas of national tourism image and marketing behavior of the China National Tourism Organization, the challenges of globalization, and to participate in competition in international tourism, the real value and strategic significance. Contents: Introduction The second chapter of the first section issues of the proposed framework Chapter Summary 1.2 Research Methods Section III Writing Home and Abroad Section 1 destination image abroad Research Section II destination brand abroad Research Section III destination image and brand of domestic Research Section IV destination image and the image of the country relationship Research Chapter Summary Chapter National Tourism image of the concept of the theoretical...



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