



Positioning of Tourist Destinations

By Allen Z. Reich

Sports Publishing LLC. Paperback. Book Condition: new. BRAND NEW, Positioning of Tourist Destinations, Allen Z. Reich, When developing strategic or marketing plans for tourism destinations, it is imperative that positioning be given adequate attention. It should be viewed as the junction point or funnel between the destination's research (situation analysis) and its functional-level strategies. The process proposed in this book is relatively simple, requiring five basic steps. The primary additions to the traditional positioning process are the concepts of linear positioning and strategic aggression.

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