Regular Articles in the European Journal of Tourism Research should normally be between 4,000 and 20,000 words. Major research articles of between 10,000 and 20,000 are highly welcome. Longer or shorter papers will also be considered.

Tourism Marketing for Cities and Tourism Brands 2017-01-18 Understanding how places, particularly cities and towns, are marketed to and consumed by tourists, is vital in ensuring success in the tourism industry. By creating and promoting a unique brand identity, the successful marketer can attract new markets to their city or town. The proliferation of social media, in recent years, has led to an increased focus on the marketing of cities and tourist destinations. With the rise of social media, there is now more scope to market tourist destinations on a local and national level. Urban marketing, as the term would suggest, is the art of marketing cities, towns, and tourist destinations. This book provides a practical overview of the increasingly popular field of urban marketing, as well as a wide range of international examples and case studies. It includes a discussion of the importance of urban marketing and its role in the tourism industry, as well as a detailed analysis of the marketing strategies used by cities and towns to promote their destinations. This book is a valuable resource for tourism professionals, destination marketers, and anyone interested in the marketing of cities and tourist destinations.

New Research Paradigms in Tourism Geography 2016-06-02 This collection of papers from Tourism Geographies emphasizes new and emerging research paradigms in the geographic study of tourism. The papers included in this volume cover a wide range of topics, including the concept of tourism as a globalizing force, the impact of tourism on local communities, and the role of tourism in shaping the environment. These papers provide a valuable resource for tourism researchers, as well as for tourism practitioners and policymakers. The book is a valuable resource for anyone interested in the geography of tourism, as well as for anyone interested in the role of tourism in shaping the global economy.

Tourism, Public Transport and Sustainable Mobility 2015-02-15 In this book, the authors provide a comprehensive overview of the relationship between public transport and tourism, as well as the role of public transport in sustainable tourism. The book covers a wide range of topics, including the role of public transport in promoting sustainability, the impact of public transport on tourism demand, and the role of public transport in the development of sustainable tourism policies. This book is a valuable resource for anyone interested in the role of public transport in sustainable tourism, as well as for anyone interested in the development of sustainable tourism policies.

Toward Effective Risk-Based Management 2015-03-01 Many facets of place branding, such as identity, image, promotion or sense of place, have been around for a long time. However, the need to understand that tourism is not the same as marketing and that tourism marketing is not the same as marketing in general, has increased in recent years. This book provides a comprehensive overview of the field of place branding, as well as a wide range of international examples and case studies. It includes a discussion of the importance of place branding and its role in the tourism industry, as well as a detailed analysis of the marketing strategies used by cities and towns to promote their destinations. This book is a valuable resource for tourism professionals, destination marketers, and anyone interested in the marketing of cities and tourist destinations.