

The main purpose of this book is to find out those future trends which will deeply influence conference tourism and the research of appropriate marketing strategies. It compares Hong Kong and Vienna, which are both representative cities of the conference tourism in Asia and Europe respectively. A portfolio analysis of both conference cities was made to facilitate a direct comparison. In order to define future trends in conference tourism, the author used a funnel-system. First global trends were analysed, followed by trends in Asia and Europe. After a categorisation of the future trends in tourism, new directions for conference tourism were established. Future trends in conference tourism have been categorised in six sections which are explained in the book. The destination which will be the first to orientate its marketing strategies according to these trends could have an enormous advantage in the future. In order to compare Hong Kongs and Viennas marketing strategies with each other a three dimensional consideration consisting of a historical, a cultural and an economical axis was made. The book addresses decision makers of the conference industry, marketing managers of conference centres and conference organisers.

Leaders, Fools and Impostors: Essays on the Psychology of Leadership, The Gulf Crisis and its Global Aftermath (Routledge Library Editions: The Gulf), Scouse Passport, Lets Visit Spain (Around the World), Chinas rural cooperative medical care system change research, International Conference on Assembly Automation, 07. 1986, Zurich: Proceedings of the 7th International Conference 4-6 February 1986, Zurich, Switzerland, START OVER! START NOW! Ten KEYS to SUCCESS in BUSINESS and Life!, Not to Worry, Job Hunting 3.0,

Get instant access to our step-by-step Future Trends In Conference Tourism solutions manual. Our solution manuals are written by Chegg experts so you can be. This week in tourism news, we dove deep into meetings and events. What does the keynote speaker of the future look like, and how can conference planners leverage such an asset? . Tags: tourism, trends, trends roundups. Keynote speech at Google Travel Industry event on trends affecting the travel and tourism industries. Dr Dixon has been ranked as one of the 20 most influential.

Top 10 Trends Impacting the Hospitality Industry But more to the point, a Future of U.S. Millennial Travel report based on a Resonance Consultancy survey of Wellness tourism is estimated as a \$ billion industry. CREATOUR 2nd International Conference. Emerging and Future Trends in Creative Tourism. Daniela Jelincic. Patrick Brouder. 7 a 9 de junho de Tourism Futures the web portal for everything related to tourism and travel affairs. II International Conference - Tourism Dynamics & Trends; Seville, Spain , . Future Trends; National & International Legislation; Leisure Studies. The International Conference â€œCreatour 2nd International Conference Emerging and Future Trends in Creative Tourismâ€• aims to continue the.

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New technologies are one of the main trends in tourism.

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global current and future trends in travel and tourism and discusses the.

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