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# Dubai Tourism And Destination Branding

**Thomas Breyer-Mayländer, Christopher  
Zerres**



## **Dubai Tourism And Destination Branding:**

**Definitely Dubai: Destination Branding in Action** Paul Williams, Nick Ashill, 2011-11-30 This case study is part of the Contemporary Cases Online series. The series provides critical case studies that are original, flexible, challenging, controversial, and research informed, driven by the needs of teaching and learning. *Destination Brands* Nigel Morgan, Annette Pritchard, Roger Pride, 2012-05-23 This textbook shows how cities, regions, and countries adopt branding strategies similar to those of leading household brand names in an effort to differentiate themselves and emotionally connect with potential tourists. It asks whether tourist destinations get the reputations they deserve and uses topical case studies to discuss brand concepts and challenges. It tackles how place perceptions are formed, how cities, regions, and countries can enhance their reputations as creative, competitive destinations, and the link between competitive identity and strategic tourism policy making. *Sustainable Destination Branding and Marketing* Anukrati Sharma, Juan Ignacio Pulido-Fernández, Azizul Hassan, 2019-12-21 Destination branding and marketing form the backbone of tourism industry growth, but it is increasingly important that the strategies employed consider and promote sustainable solutions. This book provides a comprehensive set of tools and techniques for branding and marketing for sustainable tourism development. It blends tourism and marketing strategies with practical, innovative information technology solutions and a psychological perspective, providing illustrative case studies and examples to aid understanding. Addressing opportunities and challenges across the field, it also reviews how different types of tourism, such as community-based, accessible, film, agricultural, and cultural heritage tourism, entail unique issues for development. **Place Branding** R. Govers, F. Go, 2016-01-18 The topic of place branding is moving from infancy to adolescence. Many cities and nations have already established their place brand, and this well-documented new book brings the fundamentals of place branding together in an academic format but is at the same time useful for practice.

*Destination Marketing* Metin Kozak, Nazmi Kozak, 2015-10-23 This book advances the current literature on destination marketing by using innovative, up-to-date case studies from a wide geographical representation. The contributors examine new methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image branding, attractions, and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism, and film-induced tourism. Presenting detailed findings and a range of methodologies ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars, and practitioners in the fields of tourism and marketing. **Destination Marketing** Steven Pike, 2020-10-19 Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented, and evaluated to achieve successful destination competitiveness. This new third edition has been revised and updated to include 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially

relevant topics such as the Australian bushfires and the threat of COVID 19 Brand new pedagogical features such as in chapter class activities key term definitions and highlighted critical points New content on cross sector consortia marketing for meetings and events social media influencer marketing the role of technology resource consumption and climate change creativity and innovation in developing destination branding experiential destination marketing and the influence of culture and sustainability on destination marketing Links to free access of the author s journal articles on destination marketing Updated additional online resources for lecturers and students including PowerPoint slides quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer business national and international level by using topical examples      Contemporary Tourism Chris Cooper,Colin Michael Hall,2008 Now in its second edition Contemporary Tourism an international approach presents a new and refreshing approach to the study of tourism considering issues such as the changing world order destination marketing tourism ethics pro poor tourism and implications for the patterns and flow of tourism in the future      **Marketing Tourism and Hospitality** Richard George,2025-05-11 This second edition of this comprehensive textbook explores the fundamental principles of marketing applied to tourism and hospitality businesses placing special emphasis on SMEs in the international tourism industry It includes examples from a wide range of destinations from emerging markets to high income countries Taking a comprehensive approach the book covers the whole spectrum of tourism and hospitality marketing including destination marketing marketing research consumer behaviour responsible tourism marketing and digital and social media marketing Practical in focus it gives students the tools techniques and underlying theory required to design and implement successful tourism marketing plans Written in an accessible and user friendly style this entire industry textbook includes case studies drawing on the author s experience and real life examples Revised and expanded throughout it covers Advances in AI robotics and automation Digital marketing electronic customer relationship management eCRM and uses of user generated content UGC New and updated content and discussion questions for self study and to use in class A new chapter on responsible tourism marketing and sustainable approaches to marketing Consumer behaviour in tourism and the effects of climate change and changes in consumer attitudes New trends in tourism and hospitality marketing New in depth real life case studies and industry insights throughout the book Along with key concepts and theory definitions key summaries and discussion questions accompanying online flashcards and PowerPoint slides for lecturers this textbook is ideal for undergraduate and postgraduate students looking for a comprehensive text with a practical orientation      **Destination Marketing Organisations** Steven Pike,2007-06-01 Travellers are now spoilt by choice of available holiday destinations In today s crowded tourism market place destination competitiveness demands an effective marketing organisation Two themes underpin Destination Marketing Organisations The first is the challenges associated with promoting multi attributed destinations in dynamic and heterogeneous markets and the second is the divide between tourism practitioners and

academics Written by a former practitioner Destination Marketing Organisations bridges industry and theory by synthesising a wealth of academic literature of practical value to DMOs Key learning outcomes are to enhance understanding of the fundamental issues relating to The rationale for the establishment of DMOs The structure roles goals and functions of DMOs The key opportunities challenges and constraints facing DMOs The complexities of marketing destinations as tourism brands The Author Dr Steven Pike PhD spent 17 years in the tourism industry working in destination marketing organisations before joining academia He is currently a Visiting Scholar with the School of Advertising Marketing and Public Relations at Queensland University of Technology and Senior Lecturer in the School of Marketing and Tourism at Central Queensland University

Post-COVID Marketing Challenges Katia Iankova, Pedro Longart, 2022-04-28 Contents Editorial Marketing after COVID 19 Crisis adaptation innovation and sustainable technological advances Katia Iankova and Pedro Longart Branding Al Ain as a tourist destination Pedro Longart and Katia Iankova Impact of digital marketing on SMEs performance in Saudi Arabia Implications on building NEOM Areej Algumzi Innovative crisis response through best human resources practices during COVID 19 Bharti Pandya and Bistra Boukareva Antecedents of consumptive behavior prior to the celebration of Eid Al Fitr during the COVID 19 Pandemic Amaliyah Amaliyah and Aminatus Zakhra The shifting trend in online buyer s behaviour under the impact of COVID 19 pandemic in Vietnam Ha Thu Nguyen Thuy Dam Luong Hoang and Huy Khanh Nguyen Social media usage in higher education Role in marketing and communication during COVID 19 Abhishek Shukla and Kamini Bhasin Slave to sachet economy Socio cultural insights Hernani Manalo and Ma Riza Manalo Revenue management during the COVIDization of the economy Radko Radev and Veselina Yankova Exploring the Emirati female student entrepreneurs in the UAE through the theory of planned behaviour V S Damodharan and K A Asraar Ahmed A new perspective of brand equity the case of pottery craft village collective brand in Vietnam Quang Van Ngo and Ha Thu Thi Vu Antecedents of QR code acceptance during Covid 19 Towards sustainability K A Asraar Ahmed and V S Damodharan

*Stadtmarketing* Thomas Breyer-Mayländer, Christopher Zerres, 2019-07-02 Stadtmarketing ist das Aufgabenfeld verschiedener Disziplinen und Berufsgruppen Neben Marketingfachleuten aus Wissenschaft Beratung und Praxis besch ftigt es auch Verwaltungsexperten oder Praktiker aus Handel und Gastronomie Voraussetzung und Basis f r erfolgreiche Marketingstrategien ist daher eine interdisziplin re konstruktive und flexible Zusammenarbeit aller Beteiligten Dieses Buch gibt einen berblick ber die Grundlagen des Stadtmarketing und liefert Ansatzpunkte f r die Weiterentwicklung von St dten Kommunen und Regionen Es beleuchtet die wichtigen Aspekte Transformation Mobilit t und Infrastruktur und bietet gezielte Anregungen f r die Marketingpraxis Zudem werden Beispiele erfolgreicher praktischer Umsetzungen aufgezeigt wie etwa in Freiburg Frankfurt Neum nster Offenburg Jena Mainz oder Leipzig ber 40 renommierte Branchenexperten beschreiben was die Branche bewegt und was es in Zukunft zu beachten gilt Das Werk bietet Neulingen und Quereinsteigern aus anderen Fachgebieten sowie Studierenden gro en Nutzwert Au erdem enth lt es wegweisende Anregungen f r erfahrene Praktiker die die Kommunikation

und Kooperation mit Stakeholdern aus unterschiedlichen Fachdisziplinen verbessern möchten und zugleich nach Impulsen für die eigene Arbeit suchen

**Post-COVID Tourism and Hospitality Dynamics** Umendra Narayan Shukla, Sharad Kumar Kulshreshtha, 2024-01-09 This new volume takes an in depth look at the post COVID tourism and hospitality scenario and how the industry has adapted to the new normal With chapters from authors from over a dozen countries the book shares information and experiences on how diverse hospitality and tourism sectors are navigating the post COVID era The book offers analyses of post COVID trends in the travel tourism and hospitality sector along with case studies and COVID tourism recovery strategies It discusses post COVID safety protocols sustainable tourism practices post COVID 19 public policies for tourism and more Specific tourism and hospitality sectors are also considered including wine tourism MICE meetings incentives conferences and exhibitions tourism regional tourism food delivery services and others The book also explores innovations and digital solutions for tourism and hospitality in the COVID 19 pandemic

*Tourism in the Arab World* Hamed Almuhrzi, Hafidh Alriyami, Noel Scott, 2017-06-15 This book is the first to explore Arabic tourism from a business viewpoint rather than taking a sociological anthropological or political stance It focuses on business planning management and marketing destinations in the Arab World which are topics crucial for industry stakeholders and which have previously been neglected in the tourism literature The book examines similarities and differences in the emergence and development of the tourism industry in countries across the Arab world as well as its inbound and outbound travel flows It analyses several different aspects of Arabic tourism including tourism policy organisation and planning tourism product development destination marketing and consumer behaviour This volume will be of interest to postgraduate students and researchers of tourism studies business and Middle Eastern studies

**Marketing and Managing Tourism Destinations** Alastair M. Morrison, 2013-12-03 Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume It focuses on how destination marketing is planned implemented and evaluated as well as the management and operations of destination marketing and management organizations how they conduct business major opportunities challenges and issues they face to compete for the global leisure and business travel markets This textbook provides students with A solid introduction to destination marketing strategy and planning to organization and support planning and then to operations implementation and evaluation as well as major issues challenges and expected new directions for destination marketing management and Destination Management Organizations DMOs A unique systematic model to manage and market destinations Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world To encourage reflection on main themes addressed and spur critical thinking discussion questions and links to further reading are included in each chapter This accessible yet rigorous text provides students with an in depth overview of all the factors and issues which are

important to consider to make a destination successful

**Contemporary Cases in Tourism** Brian Garrod, Alan Fyall, 2011-10-01 Contemporary Cases in Tourism Volume 1 presents 11 international case studies collected under the headings of marketing tourism sustainable tourism and niche tourism

Burj Al Arab Orion Skylark, AI, 2025-02-19 Burj Al Arab explores the story behind Dubai's globally recognized sail shaped hotel More than just architectural innovation the book investigates the hotel's profound impact on Dubai's image as a luxury destination and its role in the city's economic transformation Readers will discover how the Burj Al Arab was strategically conceived as a symbol of Dubai's ambition attracting international attention and shaping perceptions of Arabian luxury The book uniquely combines architectural analysis with cultural and economic insights offering a comprehensive understanding of this global landmark The book progresses through the initial design and concept highlighting the visionaries and influences behind the Burj Al Arab It then details the complex construction process showcasing the engineering feats required to build on a man made island Finally it analyzes the hotel's enduring influence on Dubai's tourism industry and its continued relevance in luxury travel Supported by architectural plans engineering reports and tourism data the book reveals how the Burj Al Arab became a carefully crafted symbol of unparalleled luxury and innovation

**Strategic Place Branding Methodologies and Theory for Tourist Attraction** Bayraktar, Ahmet, Usay, Can, 2016-08-15 Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities as well as increasing cultural awareness of the area's population Strategic Place Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations regions and cities around the world this publication is a pivotal reference source for researchers practitioners policy makers students and professionals

**Tourist Destination Images and Local Culture** Verena Schwaighofer, 2013-11-26 An authentic unique and memorable destination image is of crucial importance to be competitive in the long term Verena Schwaighofer analyses the currently transferred image of the United Arab Emirates as a tourist destination and to what extent the traditional Arabian culture is integrated into the image strategies of image developers in this country First of all a detailed theoretical overview referring to various image types the current image transfer including critical topics related to the religion of Islam women's role in society behaviour body language and dress code and the open mindedness of the United Arab Emirates regarding local traditions related to the religion of Islam is given In the empirical part a mixed method including a qualitative media analysis focusing on print and new media of image developers as well as newspaper articles published by journalists in the United Arab Emirates and the surrounding countries and qualitative expert interviews are selected as appropriate research methodology

*Brand Co-Creation Tourism Research* Raouf Ahmad Rather, 2023-10-13 Responding to the rapidly changing business landscape including advances in social media and

information technology and the COVID 19 pandemic where customers visitors or tourists have become more connected accessible and informed than ever before many brands and firms are investing in brand management and brand co creation This new volume provides an enlightening perspective on brand co creation brand management and branding through contemporary conceptual discussions and empirical research studies from thought leaders Providing a step by step guide to the brand co creation and branding process in the hospitality and tourism industry the volume identifies cutting edge measurements strategies and metrics for capturing and measuring brand co creation and highlights best practices in implementing brand management marketing strategies Starting with a basic understanding of brand value co creation the volume then explores deeper by defining the concept describing the ways to measure it and providing several strategies to capitalize on it The authors emphasize the interrelationship of these concepts and how they manage brand co creation The book illustrates the concepts with examples from around the globe Topics cover the impact of social media on brand co creation during the COVID 19 outbreak in the tourism industry co branding emerging tourist destinations analysis of the content of hotel websites creating better customer value brand co creation in e sports gaming events post COVID 19 educational tourism and more The volume also presents a chapter on the state of the art role of augmented reality and virtual reality in improving the customer experience A synthesis of a decade long effort in brand co creation the book will be valuable to academics practitioners consultants destination management organizations DMOs and managers looking to improve brand co creation pre during and post pandemics

**MALAYSIA Collection of Essays** Firend Al. Rasch,

Impressed with the economic performance of Malaysia triggered an interest in examining how Malaysia then under PM Mahathir managed to pull out of the financial crisis of 1997 that gripped much of South East Asia Years later Malaysia managed to pull itself out of the financial crisis and to be a rising Asian tiger This early interest has turned into love and affection to a country with unique history resources and marvelous people The deeper my research of Malaysia the more my frustration grew with the lack of ability of a nation to move into a unique socio economic position That is to equalize with Singapore or compete at the global level with Korea I chose 2020 to publish this body of work because I was waiting to confirm my hypothesis that Malaysia will not manage to achieve Wawasan 2020 vision 2020 which is to be amongst 1st world nations Failing to achieve vision 2020 is no coincidence Malaysia is stuck in the middle between cheap production countries such as Vietnam and Korea and services based economies such as Singapore The first essay that follows the introduction is called The Phenomenon of Economic Inertia The premise for this research paper is that Malaysia is suffering from a phenomenon of inertia economically however that it is incapable of pulling itself out of its current position like many developing nations for number of reasons With corruption being deeply rooted in the varying layers of society and a leadership that failed to control corruption as in the case of Singapore and move the country into globally competitive position This is what is meant by a Phenomenon of Inertia that is a conscious self inflicted condition The human factor in the



hypothesis of Phenomenon of Inertia does comprise of society at large people leadership and institutions Managerial practices in Malaysia are still hierarchical and power based Such hierarchy and power bases are an evident participant in the inner play of socio economics of the Malaysian nation The Malaysian current state of affairs as of 2020 is self inflicted condition With the Malaysia education system being deeply flawed This naturally led into the state of Malaysian lack of industrial competitiveness which is not breaking through its global competitors With so much to offer Malaysia still has a great chance to make the leap forward to achieve its Wawasan to be realized in a later date as long as it gets there This will entirely depend on the will of the Malaysian people collectively

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