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Event Management &
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The first D is desire:
You must have an
intense, burning
desire to get your time
under control and to
achieve maxi-mum
effectiveness. The
second D is
decisiveness: You
must make a clear
deci-sion that you are
going to practice good
time management

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Techniques until they become a habit. The third D stands for determination: You must be willing

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Management: A
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Approach for the
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(Resource Based

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Tourism Culture &
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Cognizant
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The chapter goes on to discuss whether tourism is supply or demand led. It then explains different levels of demand, and

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the concept of price elasticity of demand. Structuring the demand for tourism is discussed, and the chapter moves on to explain various approaches to market segmentation.

Tourism demand |
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Effective
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...
"To properly confront the causes of overtourism, tourism management and planning must take into account the negatives of higher visitor numbers, accepting that 'more' doesn't always mean 'better ...

Can overtourism be

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stopped? Yes --
here's how it's being

...
tourism revenues, the foreign visitor segment is a strategic part of the city' s economy for several reasons. First, since overseas business cycles can be out of sync with local ones, foreign tourism can grow while the local

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economy is stagnant or contracting. As a result, in slow periods, this segment of the industry can serve as

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The first step should be pretty familiar.

You'll start by outlining the things you want to achieve from your marketing.

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This could be as simple as increase visitors/tourism to your destination. You may also want to increase the revenue derived from that tourism. In this first step, you won't focus on adhering to the SMART framework.

Building an Effective
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Cláudia Ribeiro de Almeida, Tourism Course Director, University of Algarve - ESGHT, Faro, Portugal

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The Tourism System |
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early 20 years ago,
we published the first
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Organizations (NPOs)
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the issues
surrounding
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the crucial aspects of
tourism management
also includes
economics, politics
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influences, marketing,
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Roger Doswell,
formerly a lecturer

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and Kobler research fellow of University of Surrey, is a leading expert on tourism and has written or co-written ten books on the subject. During a long career he has travelled the world for many international organisations as a tourism development consultant.

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Fierce global competition in the tourism industry is now focused on integral parts of supply chains rather than on individual firms. The highly competitive environment has forced tourism firms to look for ways to enhance their competitive

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competitive
advantage over their
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text is essential for
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can impose.
Questioning the
causes of this
phenomenon – such
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prosperity and
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development, issues
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representative
discussion of the topic
across varying
geographical, political,
and cultural contexts.

This will be of great
interest to upper-level
students, researchers,
and academics in the
fields of tourism,
heritage studies, and
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better understand the
crucial interplay of
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management,
implications and
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exploration of the
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and resources in a
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provides a thoroughly
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understandable to all
readers. Community
Destination

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concepts and topics.

Community

Destination

Management in

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Economies topics

include: the principles

of sustainable tourism

product marketing

and development

financing destination

planning

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structure and

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destination site
management and
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of tourism
participation of the
community in
development projects
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Assessments (EIA)
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(GIS) remote sensing
technology historic

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concept and
application of good
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capacity as a
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preservation of
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on customers,
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supply and the
demand sides of the
industry –
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behaviour, and
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Understanding
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diverse range of
cultural aspects
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tourists' behavioral
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