


[DOWNLOAD](#)


## Critically Review the 15 CS in the Context of the Marketing of an International Tourist Destination: Lanzarote

By Dilara Torun

GRIN Verlag. Paperback. Condition: New. 32 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Essay from the year 2011 in the subject Tourism, grade: Merit, Bournemouth University, language: English, abstract: Strategic tourism marketing analyses future issues and challenges on the tourism market. The objective of this analysis is to define innovative marketing strategies for tourism products in order to be successful on the market. A tourist destination is an integrated tourism product which needs well defined marketing strategies. Only a continuous analysis, definition and implementation of strategies help tourist destinations to gain a competitive advantage. Popular destinations for tourist holidays are islands. Trivago (2009), a tourism website, has launched a ranking of the 10 most popular islands of Europe. Seven of the ten islands are Spanish: Mallorca, Gran Canaria, Tenerife, Ibiza, Fuerteventura, Menorca and Lanzarote. For this essay the defined international tourist destination will be Lanzarote. This island is famous for its unique volcanic landscape and its biosphere reserve. Personally, Lanzarote is my favourite travel destinations due to family reasons. In the context of marketing, the following five of fifteen Cs of the destination Lanzarote will be critically reviewed: Crisis, Customers, Communication, Competition and Commodification. The review of these aspects will show...



**READ ONLINE**  
[ 5.02 MB ]

### Reviews

*Undoubtedly, this is actually the finest work by any author. Of course, it is perform, nonetheless an amazing and interesting literature. You will like just how the article writer publish this book.*

-- **Dr. Isom Dibbert Jr.**

*This is actually the finest ebook we have go through until now. It is writter in straightforward words and phrases instead of difficult to understand. Its been designed in an remarkably straightforward way and is particularly just following i finished reading through this book by which basically changed me, change the way in my opinion.*

-- **Gillian Wisoky**

## Related Kindle Books



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)**

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



**Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)**

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible only...



**Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



**History of the Town of Sutton Massachusetts from 1704 to 1876**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...



**Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



**California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...