

Development of a merchandising article for a selected tourism destination/attraction



Filesize: 2.02 MB

Reviews

This book is definitely not effortless to start on reading through but extremely fun to learn. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Aliya Franecki)

DEVELOPMENT OF A MERCHANDISING ARTICLE FOR A SELECTED TOURISM DESTINATION/ATTRACTION



To read **Development of a merchandising article for a selected tourism destination/attraction** eBook, make sure you access the link below and download the ebook or get access to additional information which might be in conjunction with DEVELOPMENT OF A MERCHANDISING ARTICLE FOR A SELECTED TOURISM DESTINATION/ATTRACTION ebook.

GRIN Verlag Aug 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2007 in the subject Tourism, grade: 2,7, Stralsund University of Applied Sciences, language: English, abstract: Every company has its entrepreneurial aims such as market share, increasing profit, growth, enhanced image, satisfied and loyal customers. In the leisure and tourism industry the satisfaction of customer s needs and expectations through delivering benefits both tangibles and intangibles at a high quality is more important than anywhere else. The desires and expectations of the customers are changing very quickly. The number of competitors is rising. The competition for customers is getting harder and harder. In order to balance the customer s expected benefits with the company s economic goals there is the marketing department which is responsible for satisfied, loyal customers and profit generation by implementing a certain strategy and conducting diverse activities. On the fact of boosting sales one part of marketing becomes very important: merchandising. With the help of merchandising- knowledge a company can create extra-value to their products and services to catch customers and increase sales. This can be done by supporting promotional actions, special events, incentives or single products with a certain value. In the leisure and tourism industry this is in most cases related to attractions and destinations. It offers the chance to give a tangible to the customer that will remind him of the experience he/she have just made. It can also help to attract new customers or to represent your business/ your attraction on fairs. We are living in an experience economy. Leisure and tourism products are experiences. Story-telling becomes a part of the marketing activities. That is why merchandising is situated in the broad context of selling...



[Read Development of a merchandising article for a selected tourism destination/attraction Online](#)

[Download PDF Development of a merchandising article for a selected tourism destination/attraction](#)

See Also



[PDF] The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program

Access the hyperlink under to read "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" document.

[Save PDF »](#)



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Access the hyperlink under to read "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" document.

[Save PDF »](#)



[PDF] Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Access the hyperlink under to read "Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook" document.

[Save PDF »](#)



[PDF] 13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Access the hyperlink under to read "13 Things Rich People Won t Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)" document.

[Save PDF »](#)



[PDF] Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

Access the hyperlink under to read "Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)" document.

[Save PDF »](#)



[PDF] Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)

Access the hyperlink under to read "Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)" document.

[Save PDF »](#)