



DOWNLOAD



Positioning of Destinations

By Tamara Mayerhofer

GRIN Verlag. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Scholarly Essay from the year 2010 in the subject Tourism, University of Innsbruck (Tourism and Service Industry), language: English, abstract: This Paper focuses on the importance of strategic positioning of destinations and its stakeholders in a globalised competitive environment. The theoretical background is based on the research on destinations and destination management, strategic marketing, strategy development and positioning strategies and positioning models. A new theoretic framework from a RBV was developed to identify the most important elements of the successful positioning of destinations and its organizations from a stakeholder perspective. An empirical study was applied to all stakeholders who form a destination by the example of three very successful positioned destinations in the Austrian Alps. The theoretical model was tested by the application of frequency distribution and multiple linear regression analysis. Most of the points were confirmed but also a few rejected which asks for further research. However, the applied model gives a great insight in how stakeholders can successful and sustainable position their organizations and the destination as a whole. It further can be used as a tool to find an efficient positioning strategy for...



READ ONLINE
[3.74 MB]

Reviews

Good electronic book and valuable one. It is one of the most incredible publication we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Mrs. Bridgette Rau MD**

It in a single of my favorite publication. It really is rally interesting throgh studying period. Your life period will probably be transform once you total looking at this book.

-- **Janie Schultz I**

Relevant PDFs



[Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values](#)

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in. Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...



[Scala in Depth](#)

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By presenting the emerging best practices and designs...



[The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up](#)

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in. Oh sure, we all heard the story of Jonah and the Whale a hundred times. But have we heard it from the perspective of the...



[The Day I Forgot to Pray](#)

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...



[The Birds Christmas Carol](#)

Digireads.com. Paperback. Book Condition: New. Paperback. 34 pages. Dimensions: 7.8in. x 4.8in. x 0.3in. Kate Douglas Wiggin (1856-1923) was an important reformer of childrens education at the turn of the century. During a period when childrens place in society was little other than...



[Early National City CA Images of America](#)

Arcadia Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.4in. x 0.4in. Below the surface of bustling National City lies the story of olive and citrus orchards, grand Victorian homes, great wealth, and the coming of the first railroad. Founded...