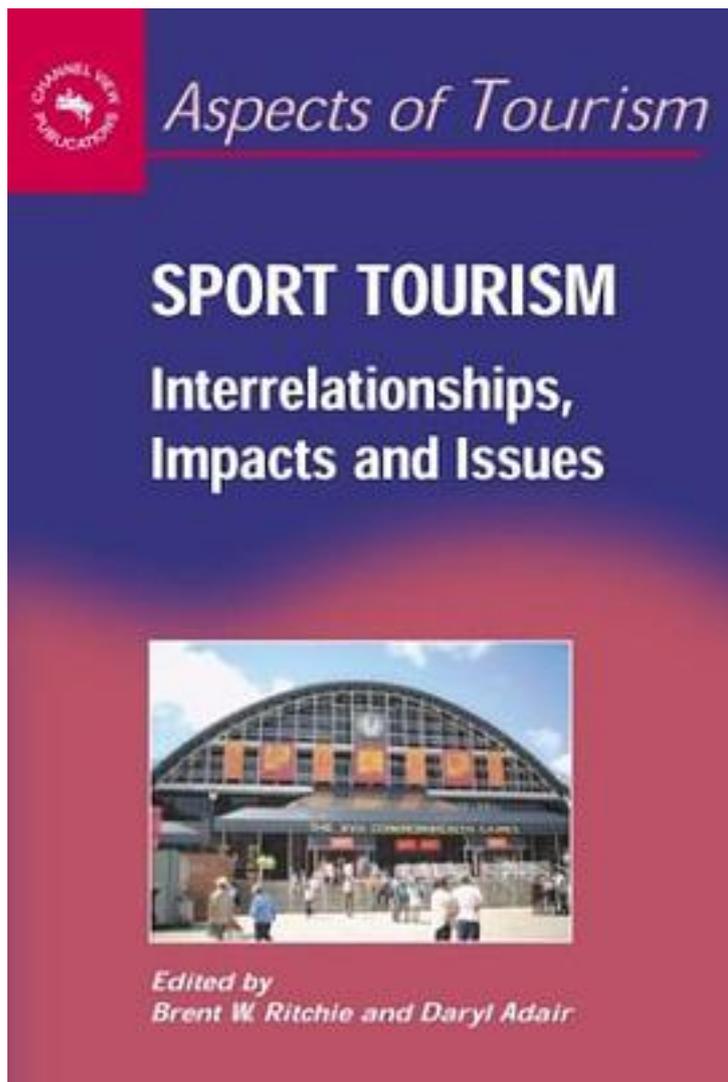


# Sport Tourism



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Sport Tourism introduces students to the phenomenon of sports tourism--one of the fastest growing niche markets in the \$500 billion tourism industry. Students will learn to define sport tourism and to apply fundamental marketing principles to competitive and recreational activities in which sport is the primary or secondary attraction. Sport Tourism covers participatory sport tourism (e.g. ski golf and tennis resorts; whitewater and wilderness trips; sports theme cruises; adventure tours and sport camps) and event-based sport tourism (e.g. the Olympic Games college football the Baseball Hall of Fame or the World Cup). Sport Tourism guides students through the process of designing implementing and evaluating sport tourism operations by offering extensive industry examples and thought-provoking questions. The book investigates such key topics as feasibility studies niche marketing pricing sponsorships advertising media involvement recruitment of personnel and volunteers and evaluating customer satisfaction during and after participation. Throughout the authors stress the need for careful research and market planning and offer clear strategies and potential challenges to the sport tourism novice.

作者介绍:

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