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New Challenges for Tourism Promotion

*Tackling High Competition
and Multimedia Changes*

Edited by
Professor Dr. Peter Keller
Professor Dr. Christian Laesser

With Contributions by
Dr. Wineaster Anderson · David Caliesch · Michel Ferla ·
Dr. Alexandra Jiricka · Prof. Dr. Peter Keller · Katarzyna Klimek ·
Dr. Martinette Kruger · Prof. Dr. Christian Laesser · Dr. Andreas Liebrich ·
Prof. Dr. Barbara Marciszewska · Krzysztof Marciszewski ·
Rafael Matos-Wasem · Dr. Andrea Nemes · Dr. Ulrike Pröbstl ·
Prof. Dr. Melville Saayman · Boris Salak · Dr. Miriam Scaglione ·
Roland Schegg · Prof. Dr. Egon Smeral · Dr. Petra Stolba ·
Dr. Serena Volo · Dr. Veronika Wirth

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Foreword

The increased competition on the tourism market, the ongoing process of differentiation of the needs of potential visitors and the irreversible way to a multimedia information and communication society are challenges for the institutions which have the mission to attract and keep loyal potential visitors.

Aiest's experts put forward new ideas on how the promotion and marketing process could be better mastered by strengthening the research on the hybrid traveler behavior and by finding ways to get attention on a market where information is everywhere and consumers gain always more sovereignty. The digitalization of the promotional tools and the focus on marketing processes and cooperation rather than on institutional division of work should help to make tourism promotion and marketing more effective and efficient.

This book reports on outcomes of the 61st Conference of Aiest which took place from 28th August to 1st September 2011 in Barcelona (Spain) at the Centre for Education and Knowledge Transfer in Hotel Management and Tourism CETT. The purpose of CETT and Aiest is the same: linking theory and practice through applied research and applied and polytechnic education.

Aiest stands for applied tourism related research. The Association deals with research topic which answers to questions of the tourism related sector. Its thinking is future oriented and wants to contribute to solve problems.

The annual conferences of Aiest thus deal with topics which are important for research and practice. The goal is to contribute to the building of a common body of knowledge in various fields and disciplines within the phenomenon of tourism.

We wish you an interesting reading.

St. Gallen, October 2011

Prof. Dr. Peter Keller
President

Prof. Dr. Christian Laesser
Secretary General

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