



## Synergism between online branding and promotion of tourism destination: review in the context of destination management organizations (DMOs)

By Jeet Dogra

Grin Verlag Dez 2012, 2012. Taschenbuch. Book Condition: Neu. 223x149x17 mm. This item is printed on demand - Print on Demand Titel. - Scholarly Research Paper from the year 2010 in the subject Instructor Plans: Gastronomy / Hospitality / Tourism, printed single-sided, grade: -, - (-), course: -, language: English, abstract: The present study is based on exploring the link between online branding and tourism destination s promotion. From the last two decades, the online media(s) and internet tools contributing enormously in promotion of products as well as services. With the advent of globalization, the service sector also upgraded and the world-class customers are emerged. Henceforth, the promotion of tourism destination by using the online media(s) has drawn extensive attention with ample amount of opportunities. The strategic role played by internet and online technologies in the promotion of tourism destinations across the globe has been catching the attention of researchers to fully explore this segment and utilizing it to earn the desired results. The overall process of online branding contributes in the worldwide promotion of tourism destinations and ultimately it helps to secure the sustainable competitive advantage. There are several case studies of the tourism destinations which preferred and utilized...

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