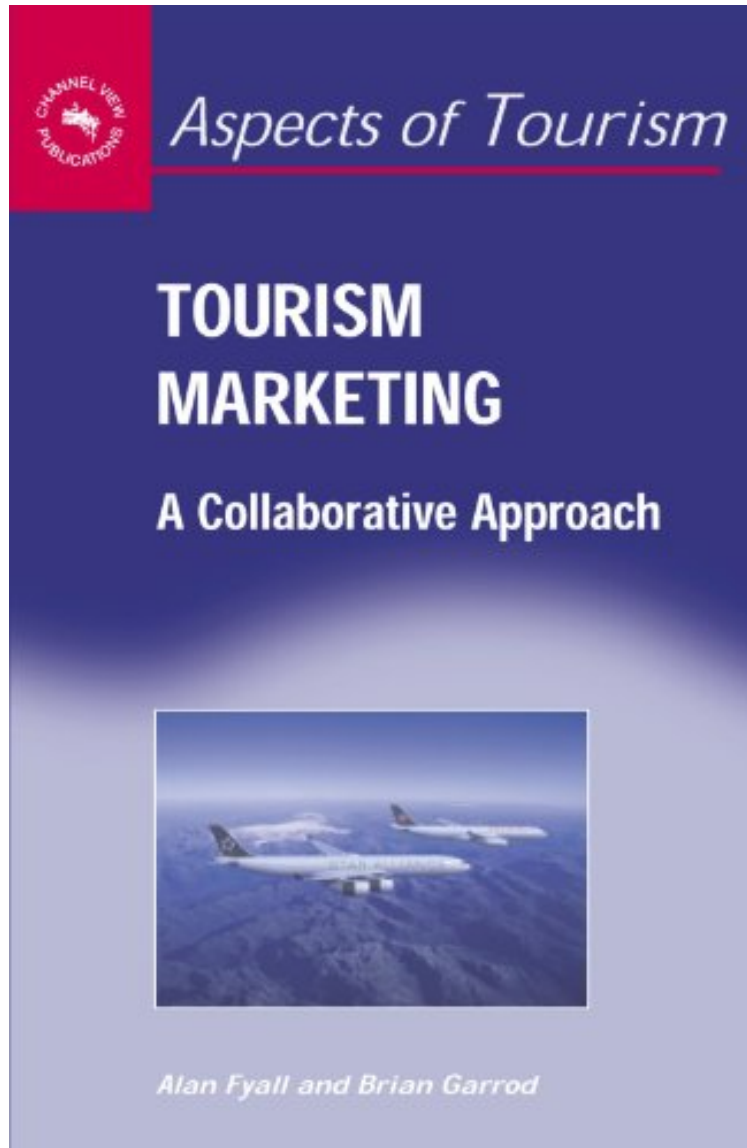


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## Tourism Marketing: A Collaborative Approach (Aspects of Tourism)

*Alan Fyall, Brian Garrod*

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This book provides a thorough and detailed understanding of tourism marketing principles and practice within the context of inter-organisational collaboration. The book begins with an overview of existing marketing and strategic marketing theory and practice before introducing concepts, theories and issues central to inter-organisational collaboration. The book then concludes with a series of detailed thematic chapters with contemporary tourism marketing case study material which explores the myriad of collaborative marketing strategies undertaken by tourism organisations across the world.

“This well-written, innovative, ground-breaking text lifts our knowledge of tourism marketing to another level and adds scholarly insight into our understanding of the topic. This is a strong addition to the tourism literature and I recommend it without reservation.” (Ross K. Dowling PhD, Foundation Professor of Tourism (Edith Cowan University).) About the Author Both Alan Fyall and Brian Garrod have published widely in the area of tourism. Together, they have recently edited the book *Managing Visitor Attractions: New Directions* with Anna Leask, while Brian has also edited the book *Marine Ecotourism: Issues and Experiences* with Julie C. Wilson, published by Channel View Publications.