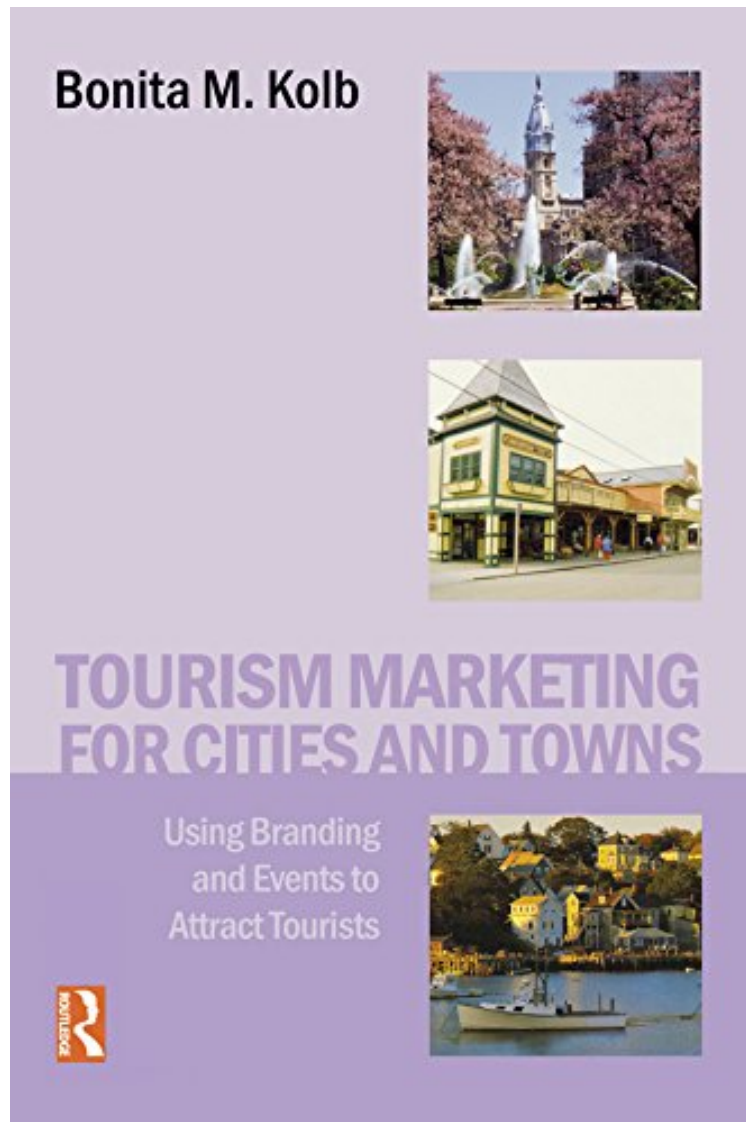


Tourism Marketing for Cities and Towns

Bonita Kolb

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Bonita Kolb : Tourism Marketing for Cities and Towns before purchasing it in order to gage whether or not it would be worth my time, and all praised Tourism Marketing for Cities and Towns:

5 of 7 people found the following review helpful. Basic Intro Level BookBy Jim KayalarThis is a good book if you are new to the industry, either as a student or as practitioner. The book covers nearly all relevant subjects. Herein lies the problem. Everything is covered, but there is no real focus or depth.If you need more than the basics, you will have to look elsewhere.To summarize, if you need a toolkit or a how to do guide, this book is not it. If you need a basic intro level book, then the book will do. Jim Kayalar is a certified management consultant, and has consulted internationally for destination marketing companies, resorts and hotels. His corporate web site can be found at [...]

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the following review helpful. Great Book!By Diz0nThis book is great for those who wants to learn the application of marketing to a place. It is well written and easy to understand. I thought it was pretty comprehensive as it covers everything from theories to budgeting. Clearly meant as a textbook, however, I still like the real-life examples in between the pages and "Worksheets" at the end of each chapters. Overall, this book is just a great guide for place marketing.

Tourism Marketing for Cities and Towns provides thorough and succinct coverage of marketing theory specific to the tourism industry. It focuses on developing the branded destination with special emphasis on promotional planning. In addition, it contains numerous international examples, discussion questions, and strategic planning worksheets.

"Professor Kolb has written a comprehensive, eminently readable, and-perhaps most importantly-highly applicable guide to effective tourism marketing. This book appears at a propitious time, as cities around the US are rediscovering and building upon their heritages and as central cities are rebounding from their post-war declines. Kolb's global examples and helpful prompts encourage strategic thinking and effective positioning in the increasingly competitive quest for tourist spending. This volume will be used in academic programs, but it belongs on professional bookshelves as well."-Charles M. Gray, Professor of Economics, University of St. Thomas, and President, Association of Cultural Economics International" This is one of the first books to explore in a comprehensive manner how cities can develop a tourism sector. It uniquely combines theory and practice; is clearly written, pertinent and perceptive; and its extensive use of relevant examples makes it interesting and useful for students as well as practioners. At a time when cultural tourism is acknowledged as vital to local economies, Kolb's new book is going to be necessary reading for all of those concerned with promoting cities, towns and the arts."-- Professor Sara Selwood, Head of Department of Cultural Policy and Management, School of Arts, City University, Northampton Square, London "Tourism Marketing for Cities and Towns is a must-read for anyone involved in the expanding fields of cultural tourism and urban marketing. Bonita masterfully combines her comprehensive knowledge of marketing strategies with real life examples of current urban marketing campaigns with how-to worksheets and study questions. The independent marketing consultant and the marketing student alike will find this book accessible and brimming over with useful tips and pointers."-- Monica Shay, Director, Arts and Cultural Management Program, Pratt Institute, Manhattan, NY"...a must read for anyone involved in the expanding fields of cultural tourism and urban marketing since it masterfully combines marketing strategies with real life examples of current urban marketing campaigns."- C-News About the Author Dr. Bonita Kolb received her BA from Alaska Pacific University in Anchorage, Alaska. She then moved to San Francisco, California where she received her master's and PhD from Golden Gate University. Dr. Kolb was not always in academia. In the past she ran a business in Alaska, designed educational programs for refugees in California and was a financial analyst at Bank of America world headquarters. After receiving her PhD, she started her teaching career with Northern Arizona University at their campus in Yuma. After a year, she joined Antioch University's McGregor Graduate Center teaching finance in the MBA program. Dr. Kolb then accepted a position at the University of Westminster in London where she managed the MA in International Finance program run jointly with CERAM in Sophia-Antipolis, France. Returning to the States she managed the MBA program at Long Island University in Brooklyn. She moved to Lycoming College because she wanted to work more closely with undergraduate students. Dr. Kolb has written several books that focus on marketing and nonprofits. Her latest book is Marketing Research for Non-profit, Creative and Community Organizations. She has also published articles in the International Journal of Arts Management, the Journal of Cultural Economics, and the Journal of Nonprofit and Voluntary Sector Marketing. Dr. Kolb continues to teach in Europe and in fall 2008 received a Fulbright Specialist Grant to travel to Tallinn, Estonia to teach post-graduate students from the Estonian Academy of Music and Theatre and the Sibelius Academy in Helsinki, Finland. Insider Info: Dr. Kolb always has at least ten projects going on simultaneously. In her spare time she restores houses and serves on community boards.