



e-Consumers in the Era of New Tourism (Managing the Asian Century)

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This book focuses on the role of e-consumers and e-marketing in the era of new tourism. It addresses themes such as the tourism "prosumer" at work, the evolution of tourism services, the collaboration and co-creation, as well as the e-complaint behavior of e-consumers in tourism. It also discusses topics such as mobile marketing, gamification as a marketing communication tool, the impact of social media on tourism consumers, and the use of e-loyalty programs in the accommodation sector. Students taking e-marketing and market research courses in tourism can use this work as a source book for the principles of new marketing management. *e-Consumers in the Era of New Tourism* serves as a helpful resource for practitioners, as well as researchers and students of e-marketing.



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