Is virtual reality (VR) the next destination marketing tool?



Filesize: 4.83 MB

Reviews

This book is indeed gripping and interesting. It really is rally exciting throgh studying period. Its been written in an extremely easy way and is particularly merely soon after i finished reading this book through which in fact changed me, affect the way i think.

(Aisha Lemke)

IS VIRTUAL REALITY (VR) THE NEXT DESTINATION MARKETING TOOL?



To save Is virtual reality (VR) the next destination marketing tool? PDF, please click the web link below and save the document or have access to additional information which might be in conjuction with IS VIRTUAL REALITY (VR) THE NEXT DESTINATION MARKETING TOOL? ebook.

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The effectiveness of virtual tour as destination marketing tool to promote tourism in Malaysia | This book is to evaluate the effectiveness by using virtual tour as a marketing tool to promote domestic tourism in Malaysia. Destination image has been proven as an effective marketing tool to promote all kind of tourist destination. However, destination marketer often found that destination image does not provide synchronous information to internet user during information search process and tourist are more rely on other's tourist experience to make purchase decision. Besides that, due to the characteristic of tourism product, marketers cannot provide product trail to lessen the travel anxiety of potential customer. Virtual reality, the new developing technology is able to allow the potential tourist to experience a similar tourist spot environment. Destination marketers in advanced country have been used this technology to further enhance their destination marketing plan. Therefore, this research is conducted to investigate it effectiveness towards Malaysian tourist. | Format: Paperback | Language/Sprache: english | 120 gr | 220x150x4 mm | 68 pp.



Read Is virtual reality (VR) the next destination marketing tool? Online Download PDF Is virtual reality (VR) the next destination marketing tool?

Related Kindle Books



[PDF] Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Access the web link under to download "Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?" document.



[PDF] Because It Is Bitter, and Because It Is My Heart (Plume)

Access the web link under to download "Because It Is Bitter, and Because It Is My Heart (Plume)" document.

Download PDF »



[PDF] Twitter Marketing Workbook: How to Market Your Business on Twitter

 $Access the web \ link \ under \ to \ download \ "Twitter Marketing Workbook: How \ to \ Market \ Your \ Business \ on \ Twitter" \ document.$

Download PDF »



[PDF] Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Access the web link under to download "Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values" document.

Download PDF »



[PDF] Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Access the web link under to download "Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" document.

Download PDF »



[PDF] 101 Ways to Beat Boredom: NF Brown B/3b

Access the web link under to download "101 Ways to Beat Boredom: NF Brown B/3b" document.

Download PDF »