



A Imagem No Marketing Turístico: Conceitos E Metodologias De MediÇÃO (Portuguese Edition)

Adinan Nogueira

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A imagem turística tem um papel relevante na decisão dos consumidores de um destino turístico. Como qualquer produto de consumo, o turismo é um dos que mais necessita do controle, planejamento e projeção de ideias que se transformam em imagens junto aos consumidores, ou possíveis consumidores. Desta forma, a imagem de um produto turístico, a maneira pela qual o produto é apresentado ou sua promessa básica, são fundamentais para a decisão de compra do turista, que compra uma experiência impossível de ser avaliada, antes de efetivamente ser vivida. Ele compra uma promessa de performance. Portanto, a mensuração e a avaliação da imagem são pontos imprescindíveis no marketing turístico. Este livro apresenta métodos e formas de avaliação, além de um caso, que podem ser úteis para a gestão de produtos ou destinos turísticos.

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