

International Journal of

Leisure and Tourism Marketing

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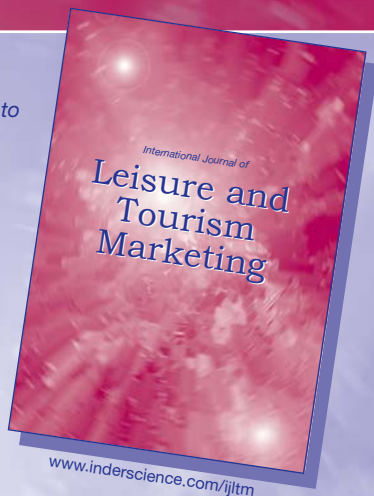
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Scope of the Journal

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IJLTM contributes innovative knowledge and understanding to leisure, recreation and tourism studies with an international orientation, encouraging conceptual/empirical papers that advance knowledge in leisure/tourism research, highlighting marketing issues. It envisages the tourism/leisure role as a major factor influenced by globalisation and growing competition. IJLTM fosters research incorporating concepts of interrelated structures and processes in tourism/leisure activities and provides a global medium for contributions on contemporary marketing practices in leisure activities, travel, hotels, tourism management, events and destinations.



Topics covered include:

- Marketing and management issues in the leisure industry
- Leisure and entertainment products
- Leisure behaviour in the arts and sports, cultural activities
- Urban leisure centres, recreational and holiday parks
- Rural recreation and leisure activities
- Consumer spending behaviour in leisure activities, leisure shopping
- Economics and planning of leisure services
- Performance measure of leisure services
- Pricing/promotion of leisure activities, information processing/sales
- Marketing and vacation management
- Hospitality services and place branding
- Ecotourism, sports tourism, health tourism
- Tourism marketing, e-tourism, globalisation, government policies
- Planning, implementation, forecasting, quality systems/processes, HRM
- Financial/revenue management

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