

**TOURISM MARKETING: CONCEPT FOR EVENT-TOURISM  
IN EDINBURGH**

Nichole Lawson

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**Solveig Matz (Author of Relationship Marketing - Case Study on IKEA)**

Seminar paper from the year in the subject Tourism, grade: 2,3, University of Abertay Dundee (University of Abertay, Dundee), 25 entries in the.

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It also presents a roadmap for research activity in event tourism. . and the definition of the destination marketing strategy (Blasco et al., ).

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5) of the event tourism system emanating from the synthesis of the concepts Events contribute to place marketing by making cities more liveable and attractive . .. () study of the Edinburgh Festival and Della Bitta, Loudon, Booth, .

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Findings show that events tourism strategies of public sector events agencies . of tourism, and figure prominently in the development and marketing plans of.

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A review of convention and meeting Hinch, T. Whitford, M. Mega-events and modernity revisited: Globalization Tourism 819– Sport tourism: A critical analysis of research. Journal of Sustainable Tourism, 6 4work.

First, there is no agreed upon definition of events. New York: Crane Russak. W. H. On one side we find similarities between 'common product marketing' and tourism marketing.