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Marketing leisure travel. 7. Some Overlooked Elements of Good Promotional Strategies. 8. The Importance of Positioning and Branding. 9. Using Psychographics for Effective Marketing. 10. Repositioning Destinations for Maximum Growth. 11. Positioning Travel Suppliers- A Case Example: The Airlines. IV. Building a future for leisure travel. 12. A Delicate Balance for the Future of Travel. 13. Leisure Travel- Now More Important Than Ever. @inproceedings{Plog2003LeisureTA, title={Leisure Travel: A Marketing Handbook}, author={Stanley C. Plog}, year={2003} }. Stanley C. Plog. I. perspectives on leisure travel. 1. A Personal View of the Travel Industry. 2. An Industry That Changed the World. II. The psychographics of travel. Medical Practice Management Handbook Tinsley Miller Attestation Engagements. Florida International University. TAX 4001 - Spring 2012. As a current student on this bumpy collegiate pathway, I stumbled upon Course Hero, where I can find study resources for nearly all my courses, get online help from tutors 24/7, and even share my old projects, papers, and lecture notes with other students. Kiran Temple University Fox School of Business ~17, Course Hero Intern. According to travel market survey, Europe and America are the two leadings regions in this market. Adventure Tourism Market. By Type. Your browser does not support the canvas element. Moreover, adventure travelers are focusing toward less risky adventure activities and are more open to other elements such as natural environment, learning, and meaningful lifelong experience, which boost the adventure tourism market growth.