

1. Authors



Isabelle Frochot

Lecturer

Isabelle Frochot specializes in Tourism Marketing and more specifically in Tourist Behavior and Experiential Marketing. Isabelle completed her PhD at Manchester Metropolitan University and then worked at the University of Strathclyde (Glasgow - Scotland) before returning to France in 2000 where she became a professor at the University of Savoie Mont Blanc (IAE Savoie Mont Blanc - CITHEME Department). She manages the Master's degree in Tourism Management. Among her publications are: Frochot & Legohérel (2018), *Le Marketing du Tourisme*, 4th edition, DUNOD. Fyall A., Legohérel P., Frochot I. & Wang Y. (Sept. 2018) *Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences*, Routledge.

Projects with the Forum



Understanding the behaviour of hypermobile tourists

Publications with the Forum



Understanding the behaviour of hypermobile tourists