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## **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.

Type

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Nom

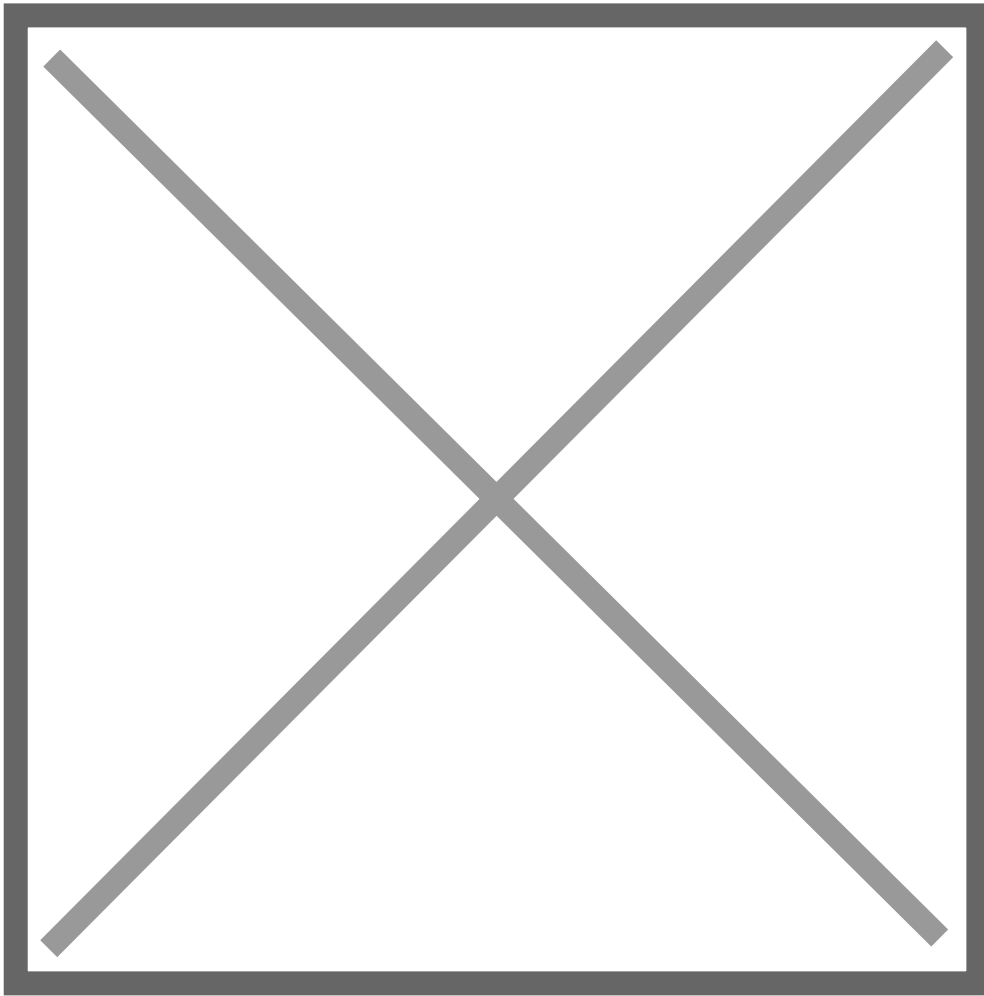
Frochot

Prénom

Isabelle

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