

CONTENTS

ABOUT THE AUTHORS	ix
ONLINE RESOURCES	xi
PREFACE	xiii

1

TODAY'S MARKETING ENVIRONMENT

The Tourism Marketing Environment	4
The Influence of Marketing on Tourism	7
Tourism and Hospitality Marketing	9
Key Players in the Global Tourism Industry	12
Influences on the Tourism Marketing Environment	20

Case studies:

Lessons from a Marketing Guru: The Business of Spiritual Tourism	2
Digital Spotlight: Digital Marketing at the Bonnaroo Music Festival	10
Marketing in Action: The Impact of Politics on Tourism – The Case of Myanmar	28

2

UNDERSTANDING TODAY'S CONSUMER

Factors Influencing Consumer Behaviour	38
Typologies of Tourists	48
The Buying Process	50
Organizational Buyer Behaviour	51
Global Trends in Consumer Behaviour	53

Case studies:

Lessons from a Marketing Guru: Charlie Locke Keeping One Step Ahead	36
Digital Spotlight: Marketing Extreme Sports Events – The X-Games	46

Marketing in Action: Hotels Responding to the 'Bleisure' Trend	60
--	----

3

DIGITAL MARKETING

The Impact of Technology on Marketing Communications	71
Technology Adoption During the COVID-19 Pandemic	75
The Digital Consumer Decision Journey	77
The Influence of Social Media	82
The Metaverse and Its Impact on Tourism, Hospitality and Events	86
Blockchain Technology and Travel Applications	90
The Challenges of Digital Marketing	92

Case studies:

Lessons from a Marketing Guru: Jonathan Worsley, Bench Events	70
Digital Spotlight: Marriott Takes Social Media Listening to New Levels	79
Marketing in Action: Attracting the 'Movers and Shakas'	94

4

THE MARKETING PLAN

Steps in the Marketing Plan	106
-----------------------------	-----

Case studies:

Lessons from a Marketing Guru: Rob O'toole – Always a Step Ahead	104
Digital Spotlight: From Humble to Hedonistic: The Gentrification of Andermatt, Switzerland	118
Marketing in Action: The Deer Hunt Festival, Winneba, Ghana	131

5

THE TOURISM AND HOSPITALITY PRODUCT

The Tourism and Hospitality product	138
The Role of Events in Tourism and Hospitality Marketing	140
Product Planning	141
Branding	143
Managing the Servicescape	148
Creating a Memorable Experience	155
New Product/Service Development	156
Approaches to New Product Development	158

Case studies:

Lessons from a Marketing Guru: Jo Arnett-Morrice, Dance World Cup	136
Digital Spotlight: Museums Go Digital	146
Marketing in Action: Hotels That Don't Miss a Beat	163

6

PRICING

Introduction to Pricing	173
Factors Determining Pricing Decisions	174
Contributions of Economics to Pricing	177
Pricing and Positioning	179
Pricing Strategies for New Products	181
Other Pricing Strategies and Techniques	186
Tourism and Hospitality Characteristics that Affect Pricing Policy	191

Case studies:

Lessons from a Marketing Guru: Restaurateur Richard Caring Hits the Sweet Spot with the Ivy Collection	172
Digital Spotlight: Low-Cost Carriers Take to the Skies	184
Marketing in Action: High Value, Low Volume Policy Reaps Rewards for Bhutan	196

7

DISTRIBUTION

The Nature and Types of Distribution Channels	205
Marketing Intermediaries	208
The Sharing Economy	215
Channel Organization	218
Alliances	220
Franchises	221
Designing the Distribution System	223
Distribution Channel Management	225

Case studies:

Lessons From a Marketing Guru: Sarah Plaskitt, Scout	204
Digital Spotlight: Homeexchange.com – The Ultimate Sharing Economy Model	213
Marketing in Action: National Brotherhood of Skiers' Annual Summit	227

8

THE ROLE OF ADVERTISING AND SALES PROMOTIONS

Marketing Promotion Tools	236
The Communication Process	237
How Communication Works	238
Integrated Marketing Communications (IMC) in Tourism	240
Push and Pull Promotional Strategies	242
Tourism and Hospitality Advertising	246
Developing an Advertising Programme	246
International Advertising and the Global versus Local Debate	255
Sales Promotions	256

Case studies:

Lessons from a Marketing Guru: Eustasio Lopez, The Lopesan Group, Gran Canaria	234
--	-----

Digital Spotlight: Selling America to the World with 'Brand USA'	243
Marketing in Action: 'Come and Say G'Day' – Tourism Australia Adapting to the Pandemic	262

9

PUBLIC RELATIONS AND PERSONAL SELLING

Introduction to Public Relations	270
Public Relations Techniques	271
Measuring Public Relations Efforts	281
Personal Selling	286
The Sales Process	289
Sales Management	291

Case studies:

Lessons from a Marketing Guru: Ten out of Ten for Tenerife's Marcos Van Aken	268
Digital Spotlight: Tourism – The New Jewel in the Crown for Qatar	283
Marketing in Action: 'Lights, Camera, Action ...!' Promoting Hawaii through Film and Television	294

10

CUSTOMER SERVICE

Defining Customer Service	302
The Service-Profit Chain	303
Creating a Service Culture	305
Converting Guests into Apostles	309
Managing Service Promises	313
Service Recovery	315

Case studies:

Lessons from a Marketing Guru: Dionisio Pestana, Pestana Hotel Group	300
Digital Spotlight: Carnival's OceanMedallion Enabling the 'Most Personalized, Simplified Vacation Experience'	311

Marketing in Action: Soho House Takes Members' Clubs to New Levels	322
--	-----

11

MARKETING RESEARCH

Marketing Research	332
Applied Research in Tourism and Hospitality	333
Applied Research in Events Tourism	337
Stages in the Research Process	339
Research Methodology	345
Sampling	354
Common Research Errors	355

Case studies:

Lessons from a Marketing Guru: Chitra Stern, Martinhal's Marketing Maven	330
Digital Spotlight: Amadeus Identifies Traveller Tribes of the Future	342
Marketing in Action: Open Kitchen Concept Spreads to Hotels	358

12

TOURISM MARKETING ETHICS

Ethics in Marketing	368
Ethical Consumerism	372
Ethics and Sustainable Tourism	377
Responsible Marketing of Tourism	382
Cause-Related Marketing	385

Case studies:

Lessons from a Marketing Guru: Accessible Travel Expert, Magnus Berglund	366
Digital Spotlight: Purposeful Travel – Lifelong Learning on Semester at Sea	380
Marketing in Action: The Ethics of Portraying War as a Tourism Attraction in Vietnam	389

INDEX	397
-------	-----