CONTENTS

ABOUT THE AUTHORS	ix	Typologies of Tourists	45
COMPANIONI MERCITE		The Buying Process	47
COMPANION WEBSITE	X	Organizational Buyer Behaviour	47
PREFACE	xi	Global Trends in Consumer Behaviour	49
FREIACE	ΛI	Chapter Summary	55
		Marketing in Action: Hotels	- (
7		Responding to 'Bleisure' Trend	56
U		References	58
TODAY'S MARKETING ENVIRONMENT		3	
Introduction	1	DIGITAL MARKETING	
Lessons from a Marketing Guru:	_		
The Business of Spiritual Tourism	2	Introduction	63
The Tourism Marketing Environment	4	Lessons from a Marketing Guru:	
The Influence of Marketing on Tourism	9	Kobe's Louise Dendy	64
Tourism and Hospitality Marketing	10	The Impact of Technology on	
Digital Spotlight: App-dapting for		Marketing Communications	66
Music Festivals	12	The New Consumer Decision Journey	71
Key Players in the Global Tourism		Digital Spotlight: Marriott Takes	58574
Industry	14	Social Media Listening to a	
Influences on the Tourism Marketing		New Level	74
Environment	21	The Influence of Social Media	77
Chapter Summary	26	Challenges of Digital Marketing	83
Marketing in Action: Let the Journey		Chapter Summary	85
Begin (Again)	27	Marketing in Action – Hamilton Island	
References	29	Best Job in the World Campaign	85
		References	88
2		_	
Ø ₁₀		4	
UNDERSTANDING			
TODAY'S CONSUMER		THE MARKETING PLAN	
Introduction	33	Introduction	93
Lessons from a Marketing Guru: Charlie		Lessons from a Marketing Guru: Michel	
Locke Keeping One Step Ahead	34	Goget, Globetrotting Hotel Troubleshooter	94
Factors Influencing Consumer		Steps in the Marketing Plan	95
Behaviour	36	Digital Spotlight: From Humble to	
Digital Spotlight: Marketing Extreme		Hedonistic. The Gentrification of	
Sports Events – the X Games	43	Andermatt, Switzerland	106

Chantas Susa	400		
Chapter Summary Marketing in Action: The Deer Hunt	120	Tourism and Hospitality Characteristics	
	101	that Affect Pricing Policy	173
Festival, Winneba, Ghana	121	Chapter Summary	176
References	123	Marketing in Action: Low Cost	
		Airlines Take Off	177
		References	179
		7	
THE TOURISM AND		W .	
HOSPITALITY PRODUCT		DISTRIBUTION	
Introduction	105	DISTRIBUTION	
Lessons from a Marketing Guru: Jo	125	¥	1272727
Arnett-Morrice, Dance World Cup	104	Introduction	183
The Tourism and Hospitality Product	126	Lessons from a Marketing Guru: From	
The Role of Events in Tourism and	128	Russia with Love, Elena Ulko	184
	***	The Nature and Types of Distribution	
Hospitality Marketing	129	Channels	186
Product Planning	131	Marketing Intermediaries	186
Branding	133	Digital Spotlight: Sharing Economy in	
Digital Spotlight: Museums Go Digital	136	Kerala, India	193
Managing the Servicescape	138	The Sharing Economy	195
Creating a Memorable Experience	143	Channel Organization	198
New Product/Service Development	144	Alliances	201
Approaches to New Product	88898	Franchises	202
Development	145	Designing the Distribution System	203
Chapter Summary	147	Distribution Channel Management	205
Marketing in Action: Hotels that	222	Chapter summary	206
Don't Miss a Beat	148	Marketing in Action: National Brotherhood	
References	151	of Skiers Annual Summit	206
		References	209
6			
		8	
PRICING			
		THE ROLE OF ADVERTISING AN	D
Introduction	155	SALES PROMOTIONS	
Lessons from a Marketing Guru:			
Sarah Plaskitt, Scout	156	Introduction	211
Introduction to Pricing	158	Lessons from a Marketing Guru:	
Factors Determining Pricing Decisions	158	Eustasio Lopez, The Lopesan	
Contributions of Economics to Pricing	161	Group, Gran Canaria, Spain	212
Pricing and Positioning	163	Marketing Promotion Tools	214
Pricing Strategies for New Products	165	The Communication Process	215
Digital Spotlight: Ritzy Riads in		How Communication Works	216
Essaouira, Morocco	167	Integrated Marketing Communications	
Other Pricing Strategies and Techniques	169	(IMC) in Tourism	217

Push and Pull Promotional Strategies	220	Creating a Service Culture	280
Digital Spotlight: Selling America to		Converting Guests into Apostles	284
the World with 'Brand USA'	221	Digital Spotlight: Vail Resorts,	
Tourism and Hospitality Advertising	223	Top of Their Game	286
Developing an Advertising Programme	224	Managing Services Promises	288
International Advertising and the		Service Recovery	290
Global versus Local Debate	232	Chapter Summary	296
Sales Promotions	233	Marketing in Action: High-Profile	
Chapter Summary	238	Sporting Events in Britain	296
Marketing in Action: Leveraging Events to Change a Destination Image: the		References	299
Case of Brazil and the 2014 World Cup	239	59 59	
References	241	OCCUPANT OCC	
9		MARKETING RESEARCH	
		Introduction	303
PUBLIC RELATIONS AND			505
PERSONAL SELLING		Lessons from a Marketing Guru: Chitra Stern, Martinhal, Portugal	304
	namen annonen anno	- mgg	304
Yanan danatan	245	Marketing Research	300
Introduction	245	Applied Research in Tourism and	207
Lessons from a Marketing Guru:		Hospitality	307
Ten out of Ten for Tenerife's Marcos	047	Applied Research in Events Tourism	310
Van Aken	246	Stages in the Research Process	312
Introduction to Public Relations	247	Digital Spotlight: Marketing to	07.4
Digital Spotlight: Cooperative Marketing	0/0	Millennials	314
in Stellenbosch, South Africa	260	Research Methodology	317
The Sales Process	265	Common Research Errors	328
Sales Management	268	Chapter Summary	329
Chapter Summary	270	Marketing in Action: Open Kitchen	200
Marketing in Action: 'Lights, Camera,		Concept Spreads to Hotels	330
Action!' Promoting Hawaii through	ro-auroni	References	333
Film and Television	270		
References	272		
10		9 939	
IV		TOURISM MARKETING ETHICS	
THE ROLE OF CUSTOMER		ETHICS	
SERVICE IN MARKETING			
SERVICE IN MARKETING		Introduction	337
		Lessons from a Marketing Guru:	
Introduction	275	Accessible Travel Expert,	
Lessons from a Marketing Guru: Dionisio		Magnus Berglund	338
Pestana, Pestana Hotel Group	276	Ethics in Marketing	340
Defining Customer Service	277	Ethical Consumerism	344
The Service-Profit Chain	278	Ethics and Sustainable Tourism	347

CONTENTS

Digital Spotlight: Portugal's Golf Rich Algarve Area Strives to Achieve		Marketing in Action: The Ethics of Portraying War as a Tourism	
Environmental Sustainability	349	Attraction in Vietnam	358
Responsible Marketing of Tourism	351	References	361
Cause-Related Marketing	355		
Chapter Summary	358	INDEX	365