

# Marketing for Tourism

**FOURTH EDITION** 

J Christopher Holloway



# Contents

List of abbreviations and glossary		χV

## Part I Laying the groundwork

The marketing perspective

Acknowledgements

Preface

•	The marketing perspective	
	Learning outcomes Introduction What is marketing? A historical overview Some issues in travel and tourism marketing Marketing as a field of study Constraints in marketing Categories of marketing The nature of tourism services	3 6 8 11 12 15
2	Marketing planning	23
	Learning outcomes What is marketing planning? Planning for what? Setting objectives The business environment SWOT analysis Strategic planning Collaborative marketing Forecasting Setting the marketing budget Organising for effective marketing The marketing mix Controlling the marketing plan	23 24 26 36 36 40 47 47 48 52 56

хi

xiv

3	Marketing research and its applications in tourism	59
	Learning outcomes What is marketing research? Why marketing research? What information do we need? Commissioning research The Marketing Information System Ethics in research Qualitative versus quantitative research methods Econometric models	59 59 62 63 63 64 72 84
4	The tourist market	100
	Learning outcomes Introduction Understanding needs and wants Organisational marketing Relationship marketing Applying the theory in marketing tourism Segmentation in travel and tourism marketing Other lessons from Maslow Decision-making for the travel purchase Market segmentation as a guide to marketing planning	100 100 101 111 113 115 116 119 122
5	Tourism product policy	129
	Learning outcomes What is product policy? Differentiating the product Branding The product mix The product life cycle Revitalising a product Launching a new product The sustainable product Why do products fail? Screening the new product	129 129 131 134 144 149 151 154
6	Pricing the product	161
	Learning outcomes Introduction	161 161

		Contents <b>vii</b>
Part II	The economics of price Pricing and yield management Internal influences on pricing Pricing and the product mix The role of price in the tourism marketing mix Other influences on price Developing a price policy Non-commercial pricing policies Strategic and tactical pricing Discounting tactics  Reaching the customer	162 165 169 171 173 174 175 180 183 185
7	Marketing communications and ICT applications	191
	Learning outcomes Introduction The communications process Determining the promotions mix Communications and ICT The communications budget Determining the message objectives Designing the message Successful communications	191 191 192 195 197 199 200 203 205
8	Distributing travel and tourism	208
	Learning outcomes Introduction Channel choice Cost Control and level of service Efficiency Transport distribution Tour operators Distributing accommodation Intensive versus selective distribution Distribution through travel agents	208 208 209 210 210 211 212 216 217 218

222

225

230

231

236

Cooperative distribution systems

Building links with the retail agent

Inventory control

**Future directions** 

Reservations systems

9	The sales function	238
	Learning outcomes Introduction The use of social and personal skills The sales sequence The role of the sales representative Managing sales representatives Selling through travel agents Travel agency design	238 238 240 242 246 248 251 254
10	Tourism advertising	263
	Learning outcomes Introduction: ethical issues Advertising objectives Expenditure Strategy in advertising Timing the campaign Advertising agencies Evaluating the impact of advertising Door-to-door distribution	263 263 265 266 268 278 279 282 284
- 11	The travel brochure	286
	Learning outcomes The role of the travel brochure Preparing the brochure Accuracy and statutory requirements Segmentation of the market Evolution problems Distributing the brochure The brochure at point of sale The e-brochure Evaluating the brochure	286 286 287 292 294 295 296 298 301
12	Sales promotion for travel and tourism	303
	Learning outcomes The nature of sales promotion The techniques of sales promotion Planning the sales promotion	303 303 305 309

		Contents ix
	Evaluating the impact of promotion Exhibitions and trade fairs Making trade presentations Planning and organising consumer presentations	312 314 316 317
13	Direct marketing: theory and practice	321
	Learning outcomes What is direct marketing? Evaluating the impact of direct marketing Direct sell holidays Using databases Direct marketing for destinations Some guidelines for good direct mail letters	321 321 328 329 330 332 333
14	Public relations and its uses in the tourism industry	338
	Learning outcomes Why PR? PR: its definition, characteristics and role The organisation of PR The PRO Mounting a PR campaign Gaining publicity Press relations The familiarisation visit Handling unfavourable publicity Evaluating campaign results Corporate social responsibility	338 339 342 343 344 345 354 359 362
15	Marketing control	367
	Learning outcomes Control in the marketing process Performance control Quality control Financial control Efficiency control Strategic control	367 369 371 372 373 375

### **Part III** Case studies

1	An integrated marketing campaign to expand Travelocity's member base	381
2	Small business survival in the wake of September 11th: the case of Trips Worldwide	396
3	Marketing a specialist product: the holiday homes rental market in Norway	403
4	Restructuring an airline: the fall and rise of Adria Airways	414
5	Leeds Castle: reappraising marketing strategy to maximise opportunities	421
6	Marketing the concept of a destination: the launch of Destination Wessex	430
7	The use of personalities to support a campaign for recovery: Yorkshire Tourist Board	438
8	Piran: establishing a sustainable 'gem city'	445
9	Repositioning a hospitality product: The Cross at Kingussie, Scotland	455
0	Branding a tourist attraction: Middleton, the National Botanic Garden of Wales	461
1	Marketing little-known destinations: the island of Saaremaa, Estonia	471
2	The small museum and its struggle to survive: the Museum of Bath at Work	478
3	The past, present and future of a popular tourist destination: the Costa del Sol	487
	Bibliography	494
	Index	498

### **Website Resources**

### For Lecturers:

PowerPoint slides that can be downloaded and used as OHTS