## Marketing in Tourism, Hospitality, Events and Food

**A Critical Approach** 

**Second Edition** 

**Craig Hirst and Richard Tresidder** 



## Contents

	About the authors	V
	Acknowledgements	vi
1	Introduction	1
	Why this book is needed	2
	How to use this book	4
	Structure and outline of chapters	5
	Conclusion	9
2	THEF Marketing and the Exchange of Value	11
	Marketing and the exchange of value	12
	The basic idea of exchange	13
	Constructing the marketing offer to produce or reduce value	20
	Kotler's framework and its relationship to the marketing mix	24
	Market segmentation and targeting	25
	Conclusion: the production and supply of value	28
3	Marketing as Interaction and Service	31
	From goods logic to a logic of service	32
	Service and interaction	33
	Consumer resources and consumption practices	35
	Co-creation and co-production	37
	The consumption cycle	40
	Conclusion	54
4	Marketing and THEF Consumption as a Socio-Cultural Process	57
	The symbolic nature of THEF products and the goals consumers pursue	58
	THEF consumption and community interaction	62
	How consumers extend the cultural and symbolic values of experiences	66

	Co-creating meanings in the THEF marketplace Conclusion	69 75
5	Putting the Experiences into Experiences Marketing	77
	Experiences marketing and the sacred	82
	Time and space	84
	The myth of hospitality and food as sacred	86
	Hedonism and THEF marketing	88
	Imagination	94
	Myths and myth making in experiences marketing	102
	Embedding the practice and myths of hospitality and food	105
	Conclusion	107
6	Consumer Resources and THEF Experiences	109
	An outline of the theory of resources	110
	Financial resources	111
	The resource of time	113
	Space as a resource	115
	Supporting material resources	117
	Social resources	117
	Social resources integral to episodes and experiences of consumption	122
	Service delivery personnel as social resources	123
	Consumers as resources for consumers	124
	Knowledge and skill as consumer resource	126
	Conclusion	127
7	Marketing and Identity	131
	The restructuring of society and the consumer	132
	Taste and consumption	134
	Cultural capital	135
	Habitus as market segment	139
	Consumption as identity	146
	Conclusion	147
8	The Semiotics of THEF Marketing	149
	Semiotics and the significance of signs	150

		Contents	V
	The semiotics of tourism and events		157
	The semiotics of food and hospitality		161
	Semiotics and power		165
	Conclusion		168
9	Interpreting Marketing		171
	The epistemology and ontology of marketing		173
	The interactive consumer		176
	Interpretation and marketing		178
	The axiology of marketing: Values		179
	Conclusion		180
10	Ethics, Sustainable Marketing and the Green Consumer		183
	The greening of experiences marketing		184
	Defining sustainability		187
	Sustainable approaches to tourism		195
	Conclusion		199
11	Conclusion		201
	A journey into critical marketing		201
	A Manifesto for THEF Marketing:		
	The five precepts of critical marketing		205
	Conclusion		208
	References		209
	Index		227

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