THE INTERNATIONAL MARKETING OF TRAVEL AND TOURISM

THE INTERNATIONAL MARKETING OF TRAVEL AND TOURISM

A STRATEGIC APPROACH

Edited by

François Vellas and Lionel Bécherel

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Foreword © Eduardo Fayos-Solá 1999

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FOREWORD

This book is essential reading for tourism professionals and students. Globalisation in tourism markets and changes in supply, demand and the applicable technologies inherent to the 'New Age of Tourism' are substantially modifying the rules of the game of the business paradigm and, consequently, what it is necessary to know and how to act from an international marketing viewpoint. Vellas and Bécherel, who frequently collaborate with the World Tourism Organisation as instructors and consultants, are extraordinarily well qualified to present this detailed new perspective on tourism marketing.

The three parts of the book, which address international tourism marketing principles, issues and trends in contemporary tourism marketing and strategic marketing in the tourism sector, give a clear and well focused look at this subject and will undoubtedly be of interest to all of us who share the vision of greater professionalism in tourism.

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INTRODUCTION

Tourism marketing has long been considered as a branch of traditional marketing. Traditionally, it focused on designing products and identifying target markets that would be attracted to these products. The marketing effort concentrated on promotion and was limited to advertising and presenting products in a brochure where the destination was represented by photographs of hotels or tourists on the beach with a bargain price printed on the cover. The National Tourism Organisation (NTO) merely produced brochures listing the attractions and the service providers at the destination.

Middleton (1988) comments: 'Historically, the principal marketing role of NTOs has been seen in fairly narrow promotional terms of creating overall appealing destination images and messages to prospective visitors, as a necessary basis for product specific marketing activities of operators.'

For many years, this was how tourism was marketed with developments mostly involving greater segmentation of the market by product and by customer. Indeed, according to Fayos-Solá (1994) and Poon (1993), the New Age of Tourism is characterised by segmentation.

However, in recent years tourism marketing has gone through fundamental changes with the pursuit of global strategies based on strategic alliances, the breakdown of commercial borders and advances in new technologies, particularly communication and distribution technologies. These factors have greatly facilitated the commercialisation of tourism products. Global distribution systems (GDS) and the Internet are today key tools in tourism marketing for both industrialised and developing countries.

This book examines the changes shaping the international marketing of tourism and travel in three parts.

Part 1 comprises two chapters. Chapter 1 focuses on definitions and the role of international marketing in tourism. Chapter 2 describes the strategic marketing process, from analysis and strategy formulation to implementation of strategies and techniques to bring products to the market. It provides the marketing theory that the rest of the book is based on.

Part 2 focuses on specific issues that are influencing tourism marketing today. It explains how technology is affecting the way tourism firms operate and communicate with their customers and discusses the influence of environmental awareness, human resources strategy and service quality on tourism marketing.

Part 3 presents the strategic responses of each of the sub-sectors – hospitality, air transport, tour operation, travel agency and the tourism destination – to the pressures that are changing the tourism industry.

THE INTERNATIONAL MARKETING OF TRAVEL AND TOURISM

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PLAN OF THE BOOK

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Overview of international tourism marketing principles

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- 1 The Marketing Concept and International Tourism Marketing
- 2 Strategic Analysis and Strategy Formulation

PART 2

Issues and trends in contemporary tourism marketing

CHAPTER

- 3 The Impact of Technology on Tourism and Marketing, E-commerce and Database Marketing
- 4 'Green' Strategies in the Tourism and Hospitality Industries
- 5 The Influence of Human Resources on Tourism Marketing
- 6 Managing the Service Encounter: Consistent High Quality Delivery Through 'Internal Marketing'

PART 3

Strategic marketing in the tourism sectors

CHAPTER

- 7 Strategic Marketing of Tourism Destinations
- 8 Strategic Marketing in the Hospitality Sector
- 9 Strategic Marketing in the Air Transport Sector
- 10 Strategic Marketing in the Tour Operator Sector
- 11 Strategic Marketing in the Travel Agency Sector
- 12 Future Trends in the Travel and Tourism Industry