



# Progress in Tourism Marketing



Edited by Metin Kozak  
and Luisa Andreu

ADVANCES IN TOURISM RESEARCH SERIES

# **PROGRESS IN TOURISM MARKETING**

## ADVANCES IN TOURISM RESEARCH

*Series Editor:* **Professor Stephen J. Page**

University of Stirling, UK

s.j.page@stir.ac.uk

Advances in Tourism Research series publishes monographs and edited volumes that comprise state-of-the-art research findings, written and edited by leading researchers working in the wider field of tourism studies. The series has been designed to provide a cutting edge focus for researchers interested in tourism, particularly the management issues now facing decision-makers, policy analysts and the public sector. The audience is much wider than just academics and each book seeks to make a significant contribution to the literature in the field of study by not only reviewing the state of knowledge relating to each topic but also questioning some of the prevailing assumptions and research paradigms which currently exist in tourism research. The series also aims to provide a platform for further studies in each area by highlighting key research agendas, which will stimulate further debate and interest in the expanding area of tourism research. The series is always willing to consider new ideas for innovative and scholarly books, inquiries should be made directly to the Series Editor.

Published:

*Destination Marketing Organisations*

PIKE

*Small Firms in Tourism: International Perspectives*

THOMAS

*Tourism and Transport*

LUMSDON & PAGE

*Tourism Public Policy and the Strategic Management of Failure*

KERR

*Managing Tourist Health and Safety in the New Millennium*

WILKS & PAGE

*Indigenous Tourism*

RYAN AND AICKEN

*Taking Tourism to the Limits*

RYAN, PAGE & AICKEN

*An International Handbook on Tourism Education*

AIREY & TRIBE

*Tourism in Turbulent Times*

WILKS, PENDERGAST & LEGGAT

*Benchmarking National Tourism Organisations and Agencies*

LENNON, SMITH, COCKEREL & TREW

*Extreme Tourism: Lessons from the World's Coldwater Islands*

BALDACCHINO

Forthcoming titles include:

*Tourism and Small Businesses in the New Europe*

THOMAS & AUGUSTYN

*Tourism Micro-clusters & Networks: The Growth of Tourism*

MICHAEL

**Related Elsevier Journals — sample copies available on request**

*Annals of Tourism Research*

*International Journal of Hospitality Management*

*Tourism Management*

*World Development*

# PROGRESS IN TOURISM MARKETING

**METIN KOZAK**

*University of Namur, Belgium*

**LUISA ANDREU**

*University of Valencia, Spain*



ELSEVIER

Amsterdam • Boston • Heidelberg • London • New York • Oxford  
Paris • San Diego • San Francisco • Singapore • Sydney • Tokyo

Elsevier

The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, UK  
Radarweg 29, PO Box 211, 1000 AE Amsterdam, The Netherlands

First edition 2006

Copyright © 2006 Elsevier Ltd. All rights reserved

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher

Permissions may be sought directly from Elsevier's Science & Technology Rights Department in Oxford, UK: phone (+44) (0) 1865 843830; fax (+44) (0) 1865 853333; email: [permissions@elsevier.com](mailto:permissions@elsevier.com). Alternatively you can submit your request online by visiting the Elsevier web site at <http://elsevier.com/locate/permissions>, and selecting *Obtaining permission to use Elsevier material*

#### Notice

No responsibility is assumed by the publisher for any injury and/or damage to persons or property as a matter of products liability, negligence or otherwise, or from any use or operation of any methods, products, instructions or ideas contained in the material herein. Because of rapid advances in the medical sciences, in particular, independent verification of diagnoses and drug dosages should be made

#### British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

#### Library of Congress Cataloging-in-Publication Data

A catalog record for this book is available from the Library of Congress

ISBN-13: 978-0-08-045040-7

ISBN-10: 0-08-045040-7

For information on all Elsevier publications  
visit our website at [books.elsevier.com](http://books.elsevier.com)

Printed and bound in The Netherlands

06 07 08 09 10 10 9 8 7 6 5 4 3 2 1

Working together to grow  
libraries in developing countries

[www.elsevier.com](http://www.elsevier.com) | [www.bookaid.org](http://www.bookaid.org) | [www.sabre.org](http://www.sabre.org)

ELSEVIER

BOOK AID  
International

Sabre Foundation

# Contents

List of Figures	ix
List of Tables	xi
Contributors	xv
About the Authors	xix
Preface	xxv
<i>Metin Kozak and Luisa Andreu</i>	
1. Introduction: Tourism and Hospitality Marketing Research — Update and Suggestions <i>Haemoon Oh, Byeong-Yong Kim and Jee Hye Shin</i>	1
<b>Part I: “IT” Marketing</b>	
Introduction <i>Metin Kozak and Luisa Andreu</i>	31
2. A Historical Development of “IT” in Tourism Marketing <i>Yasar Sari, Metin Kozak and Teoman Duman</i>	33
3. Use of Electronic Documents and Brochures for Sustainable Tourism Marketing <i>Yasar Sari, Ismail Cinar and Dogan Kutukiz</i>	45
4. Online Travel Purchases from Third-Party Travel Web Sites <i>Cihan Cobanoglu, Jonathan H. Powley, Ali Şukru Cetinkaya and Pamela R. Cummings</i>	55
<b>Part II: Destination Marketing and Competitiveness</b>	
Introduction <i>Metin Kozak and Luisa Andreu</i>	73

5.	Destination Marketing: A Framework for Future Research <i>Alan Fyall, Brian Garrod and Cevat Tosun</i>	75
6.	A Reclassification of Tourism Industries to Identify the Focal Actors <i>David Ermen and Juergen Gnoth</i>	87
7.	A Comparative Analysis of Competition Models for Tourism Destinations <i>Norbert Vanhove</i>	101
8.	Media Strategies for Improving National Images during Tourism Crises <i>Eli Avraham and Eran Ketter</i>	115

### Part III: Market Segmentation

	Introduction <i>Metin Kozak and Luisa Andreu</i>	129
9.	Using the Experientially based Approach to Segment Heritage Site Visitors <i>Avital Biran, Yaniv Poria and Arie Reichel</i>	133
10.	Motivations and Lifestyle: Segmentation Using the Construct A.I.O <i>Ana M. González Fernández, Miguel Cervantes Blanco and Carmen Rodríguez Santos</i>	147
11.	Correlates of Destination Risk Perception and Risk Reduction Strategies <i>Galia Fuchs and Arie Reichel</i>	161
12.	Segmented (Differential or Discriminatory) Pricing and Its Consequences <i>Asli D. A. Tasci, Ali Kemal Gurbuz and William C. Gartner</i>	171

### Part IV: Consumer Behavior

	Introduction <i>Metin Kozak and Luisa Andreu</i>	187
13.	Seeking to Escape: Sights over Approach-Avoidance Dialectics <i>Carlos Peixeira Marques</i>	191
14.	Cultural Approximation and Tourist Satisfaction <i>Muammer Tuna</i>	207
15.	The Role of Non-Monetary Costs in a Model of Leisure Travel Value <i>Teoman Duman, Goknil Nur Kocak and Ozkan Tutuncu</i>	221
16.	Studying Visitor Loyalty to Rural Tourist Destinations <i>Elisabeth Kastenholz, Maria João Carneiro and Celeste Eusébio</i>	239

17. Waiting Time Effects on the Leisure Experience and Visitor Emotions <i>Juergen Gnoth, J. Enrique Bigné and Luisa Andreu</i>	255
18. Effects of Price Promotions on Consumer Loyalty towards Travel Agencies <i>S. Campo Martínez and M. J. Yagüe Guillén</i>	269
Author Index	281
Subject Index	291



This page intentionally left blank

## List of Figures

Figure 2.1:	Developments in IT and its use in tourism.	38
Figure 10.1:	Hipotesis.	154
Figure 12.1:	Marketing exchange model.	176
Figure 13.1:	Estimated means of motivation scores by age and employment status.	201
Figure 14.1:	The tourist satisfaction process.	208
Figure 15.1:	Proposed cost-based model of leisure travel value.	222
Figure 15.2:	Tested cost-based model of leisure travel value.	232
Figure 16.1:	Model specification.	245
Figure 16.2:	Global Model of likelihood to come back.	247
Figure 16.3:	Separate models of likelihood to come back for Portuguese and foreign tourists.	250
Figure 17.1:	A model of visitors' experience in LTS.	259
Figure 18.1:	Theoretical model of price promotions on consumer loyalty towards a commercial establishment.	271
Figure 18.2:	A model of the effect of promotions on consumer loyalty towards a travel agency.	276

This page intentionally left blank

## List of Tables

Table 1.1:	Hospitality and tourism marketing research by subject.	4
Table 1.2:	Hospitality and tourism marketing research by industry application.	6
Table 1.3:	Hospitality and tourism marketing research by method employed.	7
Table 1.4:	Industry trends and current research issues.	18
Table 2.1:	E-marketing applications in tourism.	41
Table 3.1:	Services offered in the websites of the organizations.	49
Table 3.2:	Advertisement and promotion items used in electronic documents and brochures in the websites of the organizations.	49
Table 3.3:	Opinions of the organizations about their own paper consumption in the years following a website possession.	50
Table 4.1:	Demographic information of sample.	59
Table 4.2:	Internet behavior.	60
Table 4.3:	Purchasing behavior online.	61
Table 4.4:	Online travel expenditures per year.	62
Table 4.5:	Summary of factor analysis Web site quality.	63
Table 4.6:	Summary of factor analysis purchasing motivators.	64
Table 4.7:	Summary of factor analysis Travel information source.	65
Table 6.1:	All industry groups and subgroups included in the TSA analysis (Statistics New Zealand, 2002).	91
Table 6.2:	Industries excluded from the new classification.	96
Table 6.3:	Industries reclassified as TRIs in the new classification.	97
Table 7.1:	The determinants of competitive advantage in tourism.	104

Table 7.2:	Strengths with respect to competitiveness — the case of Bruges.	105
Table 7.3:	Weaknesses or points for improvement with respect to competitiveness — the case of Bruges.	106
Table 7.4:	Factors conditioning the competitive position.	108
Table 7.5:	The major competition variables by model.	112
Table 9.1:	Timothy's classification of heritage sites.	135
Table 9.2:	Perception of the site in relation to visitors' personal heritage.	137
Table 9.3:	Perception of the site as world, national and local heritage.	138
Table 9.4:	Tourists' expectations of on-site interpretation.	139
Table 9.5:	Factor analysis of visitor's expectations of on-site interpretation.	140
Table 9.6:	Expectations of the interpretation in relation to perceptions of the site.	142
Table 10.1:	Applications of AIO in tourism.	150
Table 10.2:	Technical specifications.	152
Table 10.3:	Breakdown of population by segments.	154
Table 10.4:	Lifestyles and tourist motivations.	156
Table 10.5:	Comparison of the relationship between lifestyle and social motivation of the travel Whole sample/segments.	158
Table 11.1:	Age distribution of interviewees.	164
Table 11.2:	Perceived average income.	164
Table 11.3:	Validation results: Factor analysis results (Varimax rotation).	165
Table 11.4:	Discriminate analysis results FIT vs. groups travelers risk dimensions.	168
Table 11.5:	Discriminate analysis FIT vs. groups, travelers, risk reduction strategies.	169
Table 12.1:	The reasons and number of managers mentioning these reasons.	177
Table 12.2:	Potential results of equal pricing for domestic and foreign markets.	178
Table 13.1:	Factor analysis solution of pleasure travel motives.	195
Table 13.2:	MANOVA results for the fixed effects of age and employment on motivation dimensions.	198

Table 13.3:	Estimates of the fixed effects of age and employment on motivation dimensions.	200
Table 14.1:	Demographic distribution of the sample.	210
Table 14.2:	Descriptive statistics.	212
Table 14.3:	Factor analysis (rotated component matrix) internal reliability.	214
Table 14.4:	Comparison of tourist satisfaction by nationalities.	215
Table 15.1:	Principal component analysis of perceived non-monetary price scale items.	226
Table 15.2:	Final measurement items.	228
Table 15.3:	Correlations between constructs in the research model.	229
Table 15.4:	Multiple regression analysis on perceived overall value.	229
Table 15.5:	Multiple regression analysis on behavioural intentions.	230
Table 15.6:	Demographic and travelling profile of the respondents.	231
Table 15.7:	Path estimates for the proposed links in the research model.	233
Table 16.1:	PCA of cognitive images.	244
Table 16.2:	Determinants of the likelihood to come back to North Portugal.	246
Table 16.3:	Determinants of the likelihood to come back to North Portugal.	249
Table 17.1:	Socio-demographic characteristics.	261
Table 17.2:	Final multi-group structural equation model results with partial metric invariance constraints.	263
Table 18.1:	Reliability and validity of “perceived quality” and “travel agency loyalty”.	272
Table 18.2:	The effect of price promotions on the formation of brand loyalty.	274

This page intentionally left blank

## Contributors

*Luisa Andreu*

University of Valencia, Spain

*Eli Avraham*

University of Haifa, Israel

*J. Enrique Bigné*

University of Valencia, Spain

*Avital Biran*

Ben-Gurion University of the Negev, Israel

*Miguel Cervantes Blanco*

University of Leon, Spain

*Maria João Carneiro*

University of Aveiro, Portugal

*Ali Şukru Cetinkaya*

Selcuk University, Turkey

*Ismail Cinar*

Mugla University, Turkey

*Cihan Cobanoglu*

University of Delaware, USA

*Pamela R. Cummings*

University of Delaware, USA

*Teoman Duman*

Gaziosmanpaşa University, Turkey

*David Ermen*

University of Otago, New Zealand



**xvi**   *Contributors*

*Celeste Eusébio*

University of Aveiro, Portugal

*Ana M. González Fernández*

University of Leon, Spain

*Galia Fuchs*

College of Management, Israel

*Alan Fyall*

Bournemouth University, UK

*Brian Garrod*

University of Wales, Aberystwyth, UK

*William C. Gartner*

University of Minnesota, USA

*Juergen Gnoth*

University of Otago, New Zealand

*M. J. Yagiüe Guillén*

Autónoma University of Madrid, Spain

*Ali Kemal Gurbuz*

Balikesir University, Turkey

*Elisabeth Kastenholtz*

University of Aveiro, Portugal

*Eran Ketter*

University of Haifa, Israel

*Byeong-Yong Kim*

The University of Suwon, Korea

*Goknil Nur Kocak*

Dokuz Eylul University, Turkey

*Metin Kozak*

University of Namur, Belgium

*Dogan Kutukiz*

Mugla University, Turkey

*Carlos Peixeira Marques*

CETRAD, Portugal

*S. Campo Martínez*  
Autónoma University of Madrid, Spain

*Haemoon Oh*  
Iowa State University, IA, USA

*Yaniv Poria*  
Ben-Gurion University of the Negev, Israel

*Jonathan H. Powley*  
Trump International Hotel & Tower, USA

*Arie Reichel*  
University of the Negev, Israel

*Carmen Rodríguez Santos*  
University of Leon, Spain

*Yasar Sari*  
Mugla University, Turkey

*Jee Hye Shin*  
Iowa State University, USA

*Asli D. A. Tasci*  
Mugla University, Turkey

*Cevat Tosun*  
Mustafa Kemal University, Turkey

*Muammer Tuna*  
Mugla University, Turkey

*Ozkan Tutuncu*  
Dokuz Eylul University, Turkey

*Norbert Vanhove*  
University Leuven, Belgium

This page intentionally left blank

## About the Authors

**Luisa Andreu** is a lecturer in marketing at the University of Valencia, Spain. She obtained her Master's degree in Tourism from the International Centre for Tourism at Bournemouth University, UK, and a Ph.D. in Business Administration from the University of Valencia. She is a member of the Spanish Association of Scientifics in Tourism. Her research interests include consumer behaviour, destination marketing, and cross-cultural issues in service marketing.

**Eli Avraham** is a senior lecturer in the Department of Communication, the University of Haifa, Israel. He obtained a Ph.D. from Hebrew University, Israel. His research interests include, among others, images of social groups and places in the media, marketing places, advertising, and public relations. He has published numerous articles and books on these subjects.

**J. Enrique Bigné** is a professor of marketing at the University of Valencia, Spain. He obtained his Ph.D. in Business Administration and Economics from the University of Valencia, Spain. He is a member of the Spanish Association of Scientifics in Tourism, European Marketing Academy, Academy of Marketing Science, and American Marketing Association, among others. His research interests include consumer behaviour, strategic marketing, services marketing, and advertising.

**Avital Biran** is a Ph.D. student at the School of Management, Ben Gurion University, Israel. Her Ph.D. focuses on tourists' experiences at heritage settings.

**Miguel Cervantes Blanco** is an assistant professor of marketing and trade research in the Department of Management and Business Economy, at the University of Leon, Spain. He obtained his Ph.D. in Business Sciences. He is the author of a number of papers and contributions to publications dealing with market research and marketing. His research lines include marketing, brands, and city marketing.

**Maria João Carneiro** is a lecturer of tourism and marketing at the University of Aveiro, Portugal. She has a five-year degree in Tourism Management and Planning, an MBA, and is now doing a Ph.D. in Tourism. Her research focuses on consumer behaviour in tourism,

namely on decision-making processes, and information search. Another area of research is the development of new products in tourism.

**Ali Şukru Cetinkaya** is an instructor in the Department of Tourism and Hospitality Management, Selcuk University, Turkey. He has over 10 years of industry experience. He is the co-author of a textbook entitled *Management in Hospitality and Tourism Organizations Under the Light of Information Technologies: An Informatics Viewpoint*.

**Ismail Cinar** is a lecturer in the Department of Landscape, Mugla University, Turkey. He obtained his Master's degree in Landscape Architecture and his Ph.D. degree in Landscape Planning related with bioclimate, from Ege University, Turkey. His research interest is in the field of natural environmental parameters especially bioclimate in relation to physical planning in order to construct comfortable residences as in tourism activity.

**Cihan Cobanoglu** is an assistant professor of Hospitality Information Technology, the University of Delaware. He is a Certified Hospitality Technology Professional (CHTP) commissioned by Hospitality Financial and Technology Professionals, and Educational Institute of American Hotel and Lodging Association.

**Pamela R. Cummings** is an associate professor of Hotel, Restaurant, and Institutional Management, the University of Delaware, USA. She has completed industry internships with Marriott, Red Lobster, Hyatt, ARAMARK, and Watson Foods (a wholesale food distributor). The courses she currently teaches include Introduction to Hospitality, Cross-Cultural Etiquette and Protocol, and Meeting and Conference Management.

**Teoman Duman** is the lecturer and director of School of Tourism and Hotel Management, Gaziosmanpasa University, Turkey. He completed his Master's degree in Tourism and Hotel Management, the University of South Carolina, USA and obtained his Ph.D. degree in Leisure Studies from Penn State University, USA. He specializes in different areas of tourism marketing such as destination marketing, consumer behaviour, service value, and special interest tourism.

**David Ermen** is a Ph.D. candidate in the Department of Marketing at the University of Otago, New Zealand. His thesis addresses issues of reputation management in tourism destinations with a focus on collective action that occurs in destination networks.

**Celeste Eusébio** is a lecturer of tourism at the University of Aveiro, Portugal. She holds a BA degree in Tourism Management and Planning, a Master's degree in Economics, and is about to complete her Ph.D. in Tourism. Her research interests are in consumer behaviour, economic impacts of tourism, forecasting tourism demand, and destination development.

**Ana M. González Fernández** is an assistant professor of marketing and trade research in the Department of Management and Business Economy, the University of Leon, Spain. She gained her Ph.D. degree in Business Sciences from the same university. She is the author of a number of papers and has contributions to international and national publications specialized

in marketing. Her research lines entail marketing, consumer behaviour, market segmentation, and lifestyles.

**Galia Fuchs** is a lecturer of marketing management in the College of Management and Ben-Gurion University, Israel. An industrial engineer by training, Galia specializes in service and product marketing. During the last three years she studied extensively the destination risk perceptions of tourists of various segments: from mass tourists to backpackers.

**Alan Fyall** is a reader in tourism management in the International Centre for Tourism and Hospitality Research, and Head of Research within the School of Services Management, Bournemouth University, UK. He has published widely in the areas of tourism and marketing. Alan has recently co-authored *Tourism Principles and Practice* and *Tourism Marketing: A Collaborative Approach*. He has also presented numerous conference papers across the world.

**Brian Garrod** is a senior lecturer in tourism management at the Institute of Rural Sciences, the University of Wales, Aberystwyth, UK. He holds an honours degree in Economics from Portsmouth Polytechnic, a Master's degree in Agricultural Economics from the University of East Anglia and a Ph.D. from the University of Portsmouth, all in the UK. His main interests are in sustainable tourism, ecotourism, heritage tourism, and visitor attractions.

**William C. Gartner** is a professor of applied economics at the University of Minnesota, USA. He has a Ph.D. in Resource Development with an emphasis in Resource Economics from Michigan State University, USA. Gartner has conducted numerous research studies in the area of tourism image development, seasonal home impacts, tourism marketing, and methods for tourism research.

**Juergen Gnoth** is a senior lecturer at the University of Otago, New Zealand. He obtained his Ph.D. in Tourism from University of Otago. His interests lie in consumer behaviour, tourism services marketing, and marketing ethics. Juergen is a leading member of the Tourism Research Group and is involved in researching the constructs of intentions, expectations, image, and satisfaction of international tourists. Other research deals with understanding and measuring the influence of emotions on consumption behaviour.

**M. J. Yagüe Guillén** is a professor of marketing at the Faculty of Economics, the Autónoma University of Madrid, Spain. She obtained her Ph.D. in Business Administration from the University of Zaragoza, Spain. She is a member of the European Marketing Academy and the European Association for Education and Research in Commercial Distribution. She is specialized in the study of prices, promotions, distribution, and tourism marketing and has published in these and related areas.

**A. Kemal Gurbuz** is a professor of economics in the School of Tourism and Hospitality Management, Balikesir University, Turkey. He has a Ph.D. in Economic Policy from

Uludag University, Turkey. His area of research includes several subjects related to economics of tourism and travel operations.

**Elisabeth Kastenholz** is an assistant professor of marketing in the University of Aveiro, Portugal. She also coordinates the undergraduate degree course of Tourism Management and Planning at the University of Aveiro. Holding a degree in Tourism Management and Planning, an MBA, and a Ph.D. in Tourism Studies, her research focuses on consumer behaviour in tourism, destination marketing, and sustainable destination development.

**Eran Ketter** is an undergraduate student in the Department of Communication, the University of Haifa, Israel, and works as a teaching and research assistant in the department. His research interests include crisis communication, branding, marketing, and advertising.

**Byeong-Yong Kim** is a lecturer of hospitality and tourism management, the University of Suwon, Korea. He received a Ph.D. degree in Foodservice and Lodging Management from Iowa State University, USA. His teaching areas include hospitality and tourism management and marketing research. His research interests are in the areas of relationship marketing, strategic management, and customer relationship management.

**Goknil Nur Kocak** completed her Master's degree in Tourism and Hotel Management, Mersin University, Turkey. She continues her Ph.D. in Tourism Management at Dokuz Eylul University, Turkey. She has over 10 years industry experience at sales and marketing departments. Her research interests include customer sacrifices to obtain a service, customer behaviour in tourism, and customer perceptions.

**Metin Kozak** is a lecturer in the School of Tourism and Hotel Management, Mugla University, Turkey. He obtained his Master's degree in Tourism from Dokuz Eylul University, Turkey and a Ph.D. in Tourism from Sheffield Hallam University, UK. His main research interests focus on consumer behaviour, repeat travel, benchmarking, performance measurement, competitiveness, destination management and marketing, and Mediterranean tourism.

**Dogan Kutukiz** is an assistant professor in the Department of Tourism Management, Mugla University, Turkey. He obtained both his Master's and Ph.D. degrees in Finance Management from Inonu University, Turkey. His research interest encompasses accounting.

**Carlos Peixeira Marques** obtained MBA and MSc degrees in Marketing from Catholic University of Lisbon, Portugal. He is a researcher in consumer behaviour and quantitative market research at the Centre for Transdisciplinary Development Studies (CETRAD) and lecturer at the Department of Business, Economics, and Sociology, UTAD, Portugal.

**S. Campo Martínez** is a lecturer in marketing at the Faculty of Economics at the Autónoma University of Madrid, Spain. She obtained her Ph.D. in Business Administration from the Autónoma University of Madrid. Her research interests focus on sales promotions, pricing, distribution, and tourism marketing.

**Haemoon Oh** is an associate professor at Iowa State University, USA, where he teaches hospitality marketing and law and directs hospitality graduate education. His current research is focused on customers' (travellers') experiential perceptions and related scale development. His work appears in a number of hospitality and tourism journals, several of which have resulted in awards.

**Yaniv Poria** is a lecturer in the Department of Hotel and Tourism Management, Ben Gurion University of the Negev, Israel. His main research interest is the management of heritage in tourism.

**Jonathan H. Powley**, currently works as a Junior Concierge at the Trump International Hotel and Tower, USA. He is a graduate of Hotel, Restaurant, and Institutional Management programme at the University of Delaware, USA.

**Arie Reichel** is the Dean of the School of Management, Ben-Gurion University, Israel. He has founded the Eilat Campus and the Department of Hotel and Tourism Management. He published numerous articles in tourism journals such as the *Annals of Tourism Research* and *Tourism Management* and serves on the editorial boards of several refereed journals.

**Carmen Rodríguez Santos** is an assistant professor of marketing and trade research in the Department of Management and Business Economy, the University of Leon, Spain. He holds a Ph.D. in Economics and Business Sciences, and has papers presented at conferences and published in national and international journals. He is specialized in consumer behaviour, advertising, and strategy and brand image.

**Yasar Sari** is a lecturer in the Department of Informatics, Mugla University, Turkey. He obtained his Master's degree in Information Technology from Karadeniz Teknik University, Turkey and his Ph.D. degree in Economics from Mugla University, Turkey. His research interest is in the field of information technologies related to finance management and tourism marketing.

**Jee Hye Shin** is a doctoral candidate in Foodservice and Lodging Management at Iowa State University, USA. She received her Master's degree from the University of Nevada, Las Vegas, USA, and her current research interests include customer perceptions of psychophysical benefits of food consumptions and fine dining experiences.

**Asli D. A. Tasci** is an assistant professor of marketing in the School of Tourism and Hospitality Management, Mugla University, Turkey. Her BA is from the Middle East Technical University, Turkey and her MS and Ph.D. degrees are from Michigan State University, USA. Her interests entail a range of subjects in the general area of travel and destination marketing.

**Cevat Tosun** is an associate professor of the School of Tourism and Hospitality Management, Mustafa Kemal University, Turkey. He gained a BA from Cukurova



University, Turkey; MSc from Erciyes University, Turkey; MPhil and Ph.D. in Tourism from Strathclyde University, UK. He works on tourism development, regional planning, destination marketing, sustainable tourism, and impacts of tourism development.

**Muammer Tuna** is an associate professor in the Department of Sociology, Mugla University, Turkey. He has a Ph.D. degree in Environmental Sociology from the Mississippi State University, USA. His main areas of interests are environmental sociology, environmental attitudes, modernization, tourism, and environment. He has published some books and articles on these subjects.

**Ozkan Tutuncu** is an associate professor in the Department of Tourism and Hotel Management, Dokuz Eylul University, Turkey. He completed his Master's and Ph.D. degrees in the same department and at the same university. He has several papers published in national and international journals, four books, and many research projects in the field of quality management.

**Norbert Vanhove** studied at the University of Gent and obtained his Ph.D. in Economics at the Erasmus University in Rotterdam, The Netherlands. He is a professor at the University of Leuven, Belgium. He is vice president of the International Association of Scientific Experts in Tourism and has been the Secretary General of the Tourist Research Centre since 1965. He has published several books about regional economics and the economics of tourism.

## Preface

The development of research in tourism marketing should first be analysed by situating the appearance and evolution of the discipline of marketing in time (Bigné, 1996). The academic conceptualization of marketing has gradually evolved during the course of the 20th century (Bartels, 1988). Marketing was initially conceived as a set of activities concerned with the distribution of products from producer to consumer. Since then several conceptions of marketing have appeared (AMA, 1960) resulting in the intense debate of the 1970s, which led to an identity crisis in marketing (Bartels, 1988) and the subsequent consideration of the application of marketing to non-profit organizations. A large number of these ideas crystallized in the definition of the American Marketing Association in 1985, which emphasized the role of marketing by extending its sphere of action to create exchange and satisfy individual and organizational objectives, both in goods and services and idea.

In the 1980s, the emergence of services marketing as a sub-discipline becomes a notable extension of marketing (Brown, Fisk, & Bitner, 1994; Vargo & Lusch, 2004). In the US, service firms such as airlines, financial services, health services and telecommunications started a stage of great competition during the 1980s (Brown et al., 1994), with encouraging academics and practitioners to better understand service marketing. During the 1980s, Berry (1983), a service marketing researcher, was the pioneer in introducing the “relationship marketing” term which, together with a higher customer orientation via the added-value concept, has evolved to the new definition of marketing (Keefe, 2004). Kotler, Bower, and Makens (1996) define marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other” (p. 8). Nowadays, the American Marketing Association (AMA, 2004) defines marketing as “an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.

In a similar vein, the importance of marketing was becoming widely recognized within the tourism industry and academics in the late 1980s (i.e., Coltman, 1989; Middleton, 1988; Witt & Moutinho, 1989). The more demanding customers and global competition need to know the specific characteristics of their clientele and reach them in the most effective ways (Witt & Moutinho, 1989). Tourism products as services are traditionally featured as intangible, heterogeneous, with temporary ownership, perishable and inseparable. Additionally, tourism differs from other services in the following terms (Seaton & Bennet, 1996): tourism is more supply-led than other services, frequently a multiple product involving cooperation

between several suppliers, extended product experience with no predictable critical evaluation point, a high-involvement product to its customers, a product partly formed by the dreams and fantasies of its customers and a fragile industry susceptible to external forces beyond the control of its suppliers. Marketing within tourism becomes “the application of the marketing process to the specific characteristics which apply to tourism industry and its products” (Gilbert, 1989, p. 78). Tourism organizers and marketers need to understand these features in order to commercialize its products. These issues are discussed in this book, emphasizing the importance of marketing in tourism. Quoting Jefferson and Lickorish (1988), one may emphasize that “the marketing concept can and must be embraced by all organizations engaged in tourism, whether they are commercial or governmental” (p. 35).

Previous studies have analysed the evolution of research and recent developments in tourism marketing. From an international point of view, we would like to refer to a study, which reviews all tourism marketing articles in two international tourism journals — *Annals of Tourism Research* (ATR) and *Tourism Management* (TM) — during the period 1995–2003. Taking into account this sample, Bigné (2005) identified key research topics of tourism marketing publications using the categorization used in the *Journal of Marketing* (i.e., marketing environment, marketing functions and research in marketing). Research in the marketing environment, which includes market and demand analysis, consumer behaviour, macro environmental issues, as well as social responsibility, has attracted profuse attention by tourism researchers. Particularly, consumer behaviour becomes the more relevant topic in both international journals, with 59.3% and 37.5% of the marketing papers published in ATR and TM, respectively. Additionally, the study of marketing functions is, after marketing environment, the second research area with highest attention of tourism marketing publications, especially in TM. Within this category, during the 1995–2003 period, research in management and planning, product and marketing strategy have been the main topics published in the mentioned journal. Until 2003, less research has been applied to the influence of new technologies in marketing, pricing and sales promotion, among others.

A recent study focused on papers published in selected hospitality and tourism journals for the period of 2002–2003 reinforces the conclusion of the key role of understanding consumer behaviour in tourism marketing research (Oh, Kim, & Shin, 2004). Although the mentioned study is included in this book, we would like to highlight their main findings to better understand the content of this book. Together with consumer behaviour, notable is also the studies of marketing management, planning and/or strategy functions. Based on the review studies, these authors underline that new technologies in tourism marketing are emerging as viable research topics in the discipline. Findings show that studies of marketing theories, philosophies and research methods were under-researched across the journals than topics related to marketing environment and functions. Taking into account previous papers, which analyse the developments in tourism marketing research (Bigné, 2005; Oh et al., 2004), the pattern of fundamental issues undertaken in tourism marketing can be reflected in the contents of this book as it is explained below.

The papers presented in this book focused on issues both well-established in tourism marketing research (i.e., consumer behaviour) as well as other growing topics in tourism marketing literature (i.e., information technology in tourism, sustainable tourism marketing). In Akyaka, Turkey, during 20–22 May 2005, a successful *International Tourism*

*Marketing Conference* (ITMC), first edition, focused on “Perspectives in Tourism Marketing” was held. This new academic event was jointly co-ordinated by Mugla University, Turkey and the Universitat de Valencia, Spain. The novelty of the ITMC represents an important contribution for the tourism marketing research arena, which will be biennially organized. The aim of this ITMC represents an attempt to explore, analyse and evaluate the state of the art in tourism marketing from an international perspective. As such, the first edition of this conference brought together researchers, PhD candidates, policy makers and practitioners, providing a forum for the discussion and dissemination of themes related to perspectives in marketing of travel and tourism.

In the ITMC, 17 papers, selected on the basis of a reviews process by the scientific committee, were presented spanning a broad four main themes in Tourism Marketing. Based upon the discussion that took place in Akyaka and co-chairs’ comments, authors revised their papers before submitting them for a strict review one further time prior to the publication in this book. The structure of the book is based upon the inclusion of an introduction and four main parts, namely IT marketing, destination competitiveness, image measurement and consumer behaviour. There is a brief introduction for each part prior to the discussion of specific chapters just to make the readers familiar with their content.

- In recent years, tourism marketing has gone through strategic changes with the advances in new technologies, the pursuit of a relationship approach with customers and suppliers, as well as the importance of sustainability issues in marketing. Societal orientation in tourism marketing considers the needs and wants of the tourists but does not ignore the long-term economic, environmental, social and cultural interests of the local population (Coltman, 1989). This part examines, in the first part, several applications of the *information technologies* and changes shaping tourism marketing (i.e., IT in tourism marketing and sustainable tourism marketing).
- Because most tourism activities take place at destinations and they form a mainstay in the tourism product, this topic has played an active role in the international tourism marketing literature (Ashworth & Goodall, 1990; Heath & Wall, 1992; Pike, 2004). The prominent place of destinations in the tourism system has attracted attention at the ITMC. As such, the second part of this book explores in greater detail *destination marketing and competitiveness*, with four interesting contributions (i.e., competition models for tourism destinations, and crisis management).
- The third part comprises a comprehensive analysis of *market segmentation*, with four chapters stressing current applications of this relevant topic in tourism marketing. As a result of increasing fragmentation of international mass markets into hundreds of micro-markets, each with different needs and life styles, target marketing is increasingly taking the form of micromarketing (Kotler et al., 1996). The fundamental attention towards segmentation can be justified, as it is a prerequisite for selective market operation. When targeting marketing efforts to selected segments, “one can reduce the competitive pressure that would prevail if all products and services were indiscriminately offered to the same market” (Teare, Mazanec, Crawford-Welch, & Calver, 1994, p. 99).
- Finally, the fourth part, which concludes this book, demonstrates the special attention of *consumer behaviour* in tourism marketing. Consumer behaviour is an eclectic field involving dynamic interactions of affect, cognition, behaviour and the environment by

which human beings conduct the exchange aspect of their lives (Mattila, 2004). Earlier studies have emphasized the indispensable concern of consumer behaviour in marketing (Moutinho, 1987; Witt & Moutinho, 1989). A recent review of consumer behaviour across tourism journals in the period 2002–2003 underlines that the topics seem to fall in the general categories of destination choice/image, segmentation and decision-making or choice (Mattila, 2004). In this book, segmentation has been dealt in a special section due to the interest for tourism marketing research. Applied to different settings (i.e., theme parks, destinations and travel agencies), the consumer behaviour section analyses specific topics referring to cognitive and affective variables, taking into account cultural issues. Particularly, the chapters of this part cover key related aspects of consumer behaviour (i.e., motivations, emotions, loyalty, satisfaction and value).

The book starts with the presentation of an introductory part on an overview of 223 marketing-oriented articles published in tourism and hospitality journals within the period of 2002–2003. Oh, Kim and Shin, as the authors of this timely and well-deserved study, attempt to identify contemporary marketing issues and practices which are emerging in the industry whereas they are missing in the academic studies or not addressed at a greater extent. The review includes summaries of research topics, industry applications and methods of study design and data analysis. Significant research trends are identified and discussed to raise issues for future research. Included are also the industry-specific current trends and issues that dictate immediate research attention. The gaps between tourism and hospitality marketing research and the industry's research needs are addressed to encourage additional research on neglected topics. As the authors already note, "... as a result, a number of marketing issues were found to be worth noting and to warrant systematic inquiries".

The findings of the research indicate that one-third of the reviewed articles focus primarily on marketing management, planning and strategy functions. It is also apparent that research on market segmentation, positioning and targeting gained a greater interest in the journals than any other marketing topics. Nevertheless, such topics as advertising, personal selling, empowerment and training did not get much attention. Topics dealing with marketing theories, philosophies and research methods are also among the other issues which need to be taken into consideration in the future studies of tourism and hospitality marketing. In its conclusion, the authors confess that the tourism and hospitality marketing research is still in its infancy to meet the practitioners' demand with regard to the topical diversity although one may see a growing number of studies carried out and published in the academic journals.

From the academic point of view, such studies are missing to make a strong contribution to the development of theories in respect to the field of tourism and hospitality marketing despite the fact that this field of discipline borrows theories heavily from those on pure marketing or psychology. Theory development is also important as is drawing implications for the practice. Success in the former brings success in the latter. The authors further suggest that future research needs to make a substantial contribution to the literature as well as to the successful development of the industry for the sake of resources that we invest in conducting a study. Therefore, the researchers could take a more questioning and critical role on taking the marketing research to a further stage. An improvement in the theoretical background on practical papers would be a top priority of the tourism researchers

of the future. The text concludes with further general suggestions for future tourism and hospitality marketing research.

We hope that you will enjoy reading this book and using it in developing the scope of tourism marketing to make further progress.

Metin Kozak and Luisa Andreu  
The Co-Editors

## References

- AMA. (1960). *Marketing definitions: A glossary of marketing terms*. Chicago: American Marketing Association Committee on Terms.
- AMA. (2004). <http://www.marketingpower.com/content4620.php> (16.09.2005).
- Ashworth, G., & Goodall, B. (1990). *Marketing tourism places*. London: Routledge.
- Bartels, R. (1988). *The history of marketing thought*. Columbus: Publishing Horizons.
- Berry, L. L. (1983). Relationship marketing. In: L. L. Berry, G. L. Shostack, & G. Upah (Eds), *Emerging perspectives on services marketing* (pp. 25–28). Chicago, IL: American Marketing Association.
- Bigné, J. E. (1996). Tourism and marketing in Spain: Analysis of the situation and future perspectives. *The Tourist Review*, 1, 34–40.
- Bigné, J. E. (2005). Nuevas orientaciones del marketing turístico: de la imagen de destinos a la fidelización de los turistas. *Papeles de Economía*, 102, 221–235.
- Brown, S. W., Fisk, R. P., & Bitner, M. J. (1994). The development and emergence of services marketing thought. *International Journal of Service Industry Management*, 5(1), 21–48.
- Coltman, M. M. (1989). *Tourism marketing*. New York: Van Nostrand Reinhold.
- Gilbert, D. C. (1989). Tourism marketing — its emergence and establishment. *Progress in Hospitality and Tourism Research*, 1, 77–90.
- Heath, W., & Wall, G. (1992). *Marketing tourism destinations. A strategic planning approach*. Canada: Wiley.
- Jefferson, A., & Lickorish, L. (1988). *Marketing tourism. A practical guide*. London: Longman.
- Keefe, L. M. (2004). What is the meaning of ‘marketing’? *Marketing News*, September 15, 17–18.
- Kotler, P., Bowen, J., & Makens, J. (1996). *Marketing for hospitality and tourism*. Englewood Cliffs, NJ: Prentice-Hall.
- Mattila, A. S. (2004). Consumer behaviour research in hospitality and tourism journals. *International Journal of Hospitality Management*, 23, 449–457.
- Middleton, V. T. C. (1988). *Marketing in travel and tourism*. Oxford: Butterworth Heinemann.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10), 5–44.
- Oh, H., Kim, B., & Shin, J. (2004). Hospitality and tourism marketing recent developments in research and future directions. *International Journal of Hospitality Management*, 23, 425–447.
- Pike, S. (2004). *Destination marketing organisations*. Advances in Tourism Research Series. Oxford: Elsevier.
- Seaton, A. V., & Bennett, M. M. (1996). *Marketing tourism products*. Oxford: International Thomson Business Press.
- Teare, R., Mazanec, J. A., Crawford-Welch, S., & Calver, S. (1994). *Marketing in hospitality and tourism. A consumer focus*. London: Cassell.
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17.
- Witt, S. F., & Moutinho, L. (1989). *Tourism marketing and management handbook*. Cambridge: Prentice-Hall.

This page intentionally left blank

## Chapter 1

# Introduction: Tourism and Hospitality Marketing Research — Update and Suggestions<sup>1</sup>

Haemoon Oh, Byeong-Yong Kim and Jee Hye Shin

### Introduction

This part aims to review recent significant developments in hospitality and tourism marketing research and practices. To this end, we first reviewed 223 marketing-focused articles published in eight journals in 2002–2003, four of the journals being rather “hospitality-oriented” (hereafter, “hospitality” journals) and the other four rather “tourism-oriented” (“tourism” journals). The hospitality journals included *Cornell Hotel and Restaurant Administration Quarterly*, *International Journal of Hospitality Management*, *Journal of Hospitality & Leisure Marketing*, and *Journal of Hospitality & Tourism Research*. The tourism journals were *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Travel & Tourism Marketing*, and *Tourism Management*. While the journals were selected rather subjectively according to the purpose of this study, they were in line, if not the same, with the “major” journals reviewed by Bowen and Sparks (1998, p. 125) for similar review purposes. Thus, this study could serve as an extended update on Bowen and Sparks’ (1998) review that focused on nine topical areas of “hospitality” marketing. The review results are presented by study subjects investigated and research methods employed and several significant research trends are identified for additional discussions in later sections.

Second, the study attempts to identify contemporary marketing issues and practices that were active or emerging in the hospitality and tourism industries but that have not yet been systematically addressed in the reviewed journals. A variety of trade magazines and Websites was scanned and reviewed the research issues and priorities put forward by relevant organizations such as the American Hotel & Lodging Foundation, Hospitality Sales & Marketing

---

<sup>1</sup>This part was also published in the *International Journal of Hospitality Management*, 2004, 23(5), 425–447.



Association, and Marketing Science Institute. This review effort emphasized sources from non-profit organizations more than those from private marketing research companies, with a particular attention given to generalized industry-wide issues. As a result, a number of marketing issues were found to be worth noting and to warrant systematic inquiries.

Finally, the part summarizes and contrast academic research with industry marketing trends to highlight the marketing issues to be tackled in upcoming hospitality and tourism research. The significant trends appearing in the reviewed marketing studies also are critically considered to develop general suggestions for future research. Throughout this study, the term “significant trend” is defined as a general tendency or inclination in both the content and frequency of hospitality/tourism marketing research that is likely to have a major effect on or meaning for subsequent hospitality/tourism marketing research and practices. The part concludes with a general call for domain-specific marketing theory development and knowledge accumulation through growing hospitality and tourism research.

## Literature Review

A total of 223 marketing articles (97 from the four hospitality and 126 from the four tourism journals) were reviewed and classified into topical areas and the results appear in Table 1.1.<sup>2</sup> The scope of marketing is broad and still evolving (see Day & Montgomery, 1999; Kerin, 1996), which challenged the task of selecting marketing-focused articles from all studies published in the eight journals. We relied on the classification scheme that had been used by *Journal of Marketing* for its published studies and added relevant sub-categories to several subject areas so as to improve clarity and applications. For example, in Table 1.1, all the sub-categories of consumer/traveler behavior and management, planning, and strategy were newly added based on topical focus and relatedness. Similar to Bowen and Sparks (1998), the sub-categories and articles were sorted according to the deemed major focus of the category and article in case of possible cross-classifications. As such, the category and article classification of this study is to be viewed rather flexibly.

Table 1.1 reveals that more than a third of the marketing articles (34.4%) were devoted to studying consumer/traveler behavior, evidencing a vibrant growth of research on consumer behavior in the discipline when compared to about 20% reported by Bowen and Sparks (1998). Of these, studies examining satisfaction, complaint behaviors, and service failure-recovery had the strongest representation, followed somewhat distantly by those investigating target product/service/destination perceptions and evaluations. These patterns were consistent between the hospitality and tourism journals. Note that the category of perceptions/performance evaluations did not include studies of service quality and delivery, which was classified into a marketing function category, as they were believed to focus on service design and offerings rather than consumers’ behavioral processes. Both journal sets were absent of the studies that treated marketing ethics and social responsibility as the main theme. They further show some minor area-specific differences in the other topics examined.

---

<sup>2</sup>Owing to space limitation, a complete list of the 223 articles is not provided in this study, but it is available from the authors upon request.