
Travel and Tourism Marketing – Review

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Abstract

The area of tourism marketing represents a broad variety of themes. Different approaches to the tourism marketing can be depicted in literature of last decades. The contemporary, state-to-the-art review of tourism marketing can identify six main areas with possibility to extent it with two other intersectional fields (tactical marketing and performance measurement). The basis of tourism marketing is the consumer behaviour, followed by marketing segmentation, targeting and positioning. The third field can be identified as the branding strategy and branding management and the fourth as the strategic marketing and marketing concept using the traditional marketing management tools from non-tourism sectors. Very special, explored and used area in tourism marketing is represented by marketing communication based mainly on e-marketing, social marketing, mobile applications and internet. The relationship marketing, experiential marketing, societal marketing summarized in the concept of sustainable tourism marketing can be considered as a new way and view on the tourism marketing in the future. Generally, despite the progress in tourism marketing in theory and practice has been significant in last two decades, the gap in some researched areas remains still extensive. The terminology differs especially between research and practice that use tourism marketing terminology at will. The important impulses in tourism marketing are taken over from other non-tourism sectors. There is a gap between the research and use of tourism marketing in private and public (esp. destination) sectors.

Key words

tourism marketing, consumer behaviour, tourism strategic marketing, branding, communication, sustainable marketing

JEL Classification: M31, L83, D8

Introduction

Since 50's the extent of the approaches in different areas of marketing of tourism services has depended on the trends in the international tourism and on the development of the demand and supply shift respectively. Regarding the marketing and its application in the real life, the travel and tourism branch followed the industrial branches with some time lag about 10 – 20 years depending on the country as well as on the travel and tourism sub-sector. At first the deliberate basic marketing orientation was accepted inside the airline industry and hotel industry (hotel groups and hotel chains), tardily in the other

sub-sectors incl. destination marketing and in the SMEs. The question of application of marketing principles in public sector with respect to destination marketing management is still ambiguous.

The historical evolution of tourism marketing started in “marketing” focused on production and sales towards the marketing based on consumer-orientation and later on the societal or sustainability orientation. One of the great issues of tourism marketing is the question, what are the first stimulator for sales and consumption. Are they the consumer’s needs and wants or are there the products and services provided by the tourism sub-sectors and offered by the marketers? The accepted definition of marketing according to the American Marketing Organization (up to 2004) was “*the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives*”. The evolution of markets and new viewpoint on role of marketing in last decade can be summarized in the definition of Keefe (2004). According to Keefe (2004) marketing is 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 (Keefe, 2004). The paper gives the state of the art of tourism marketing focusing on its main areas worked on in literature, research and used in practice.

The primary goal of the paper is to define and review the basic fields of travel and tourism marketing in the international sphere with focus on the following differences: the difference between theory and practice, the difference in marketing between the period up to and after 90’s generated by the ICT development and finally, the difference between marketing in private travel and tourism sector and the public one (esp. destination marketing). **The trends and future prospects** in travel and tourism marketing have to be set up and summarized.

The paper covers **four working preconditions**. Firstly, there is a time lag between implementation of the general marketing theory in the non-tourism industry and in the travel and tourism branch. Secondly, the significant progress in theory and in the application of the theory into the practice can be identified in the marketing of destinations, however the development in the private sector can be characterised by very low level of the application of the theoretical knowledge (except of hospitality and aviation). Third, in last decade the quite quick development of the concepts and approaches to the travel and tourism marketing in the direction of the societal marketing, sustainability marketing or relationship marketing became evident. Fourth, the massive development of ICT in last decade influenced travel and tourism marketing significantly.

Categories and Approaches in Tourism Marketing

Travel and tourism marketing can be divided according to the various criteria, public and private tourism marketing, demand and supply tourism marketing, tourism economy and tourism industry tourism marketing, tourism marketing by the tourism sub-sector incl. destination marketing or the regional approach by the continental, national/

state, (sub)regional or local tourism marketing. In the tourism marketing literature, the approaches in tourism marketing are mostly based on the approach by the thematic fields. Travel and tourism marketing as reflected by papers published in the Journal of Travel and Tourism Marketing surveyed by Hu (1996) in the periods 1992 – 1995 identified five main topics:

1. **Economic psychology** incl. consumer behaviour, choice modelling and decision-making and service quality and satisfaction.
2. **Market segmentation and travel patterns.**
3. **Strategic marketing** consisting of travel packaging, promotion, advertising and imaging and third, of distribution channel and strategic alliances.
4. **Technological development** highlighting the distribution channel information technology systems, the multimedia, possibility of CRS implementation or the role of database DBM in tourism.
5. **Communication in Travel and Tourism** with focus on communication channels, communication effectiveness and information acquisition and search.

The above-mentioned categories of tourism marketing can be increased from today’s perspective to other research and practical fields. However various research studies and applications have been realized in the field of tourism marketing over the 20 year period, six basic areas can be identified as summarized in table 1. The mentioned areas can be supplemented with two other fields. Firstly, with the tactical marketing focused on service performance, service quality, product development, distribution channels or demand models and pricing and secondly, the field of performance measurement, which is based mainly on the measurement of effectiveness, efficiency, destination marketing management and competitiveness.

Table 1: The Approaches in Marketing of Tourism Services

Themes	Sub-themes
1. Consumer behaviour	Motivation, perception, satisfaction, loyalty, intercultural marketing
2. Market segmentation, targeting and positioning	Psychographic and behavioural segmentation factors, positioning
3. Brand strategy and brand management	Branding, image, brand, brand attributes, destination personality
4. Strategic marketing and marketing concept	Marketing research, market orientation, marketing strategies, relationship marketing, experiential marketing
5. Traditional and new communication tools (e-marketing)	Communication mix, promotion, internet usage, user-generated content, social media, mobile marketing, web 2.0
6. Relationship, sustainability, societal marketing	Relationship, societal, and ecological tourism marketing

Source: own table

Consumer behaviour

Consumer behaviour can be recognized as the core issue of the tourism marketing. Thanks to the continuous development in economical, social, technological and other areas the patterns of consumer (travel) behaviour change, so the consumer behaviour is a dynamic and eclectic area of tourism marketing (Mattila, 2004). Many disciplines encompassing psychology, sociology, anthropology, economy, marketing has been used to understand tourist behaviour.

The essential shift of consumer behaviour came in last 10 – 20 years as a consequence of substantial changes in a global economy. The growing share of tourists from the former developing countries, esp. from the emerging economies as China, India and Brazil (lower and upper-middle income countries) forced the traditional and new tourist destinations and the private companies to rethink their traditional marketing procedures and tools. The significant phenomenon of last two decades which has affected tourist behaviour is the development and application of the information and communication technologies in tourism marketing. All other demographic trend (population ageing in developed countries), ecological trends (more propensity for soft ways of travelling), consumption trends (more journeys for shorter time) and other represent the challenge for tourism marketing worldwide.

Leiper (1990) states that thanks to their own **motivation** visitors are pushed to places where they believe their needs will be satisfied. According to Crompton (1979) push motivating factors are considered as the crucial point decisive for understanding visitors' behaviour. The pull motivating factors works as the specific attributes of a destination and/or company which determine the destination, hotel or travel agent choice. The relationship between the push and pull motivations was studied by Baloglu and Uysal (1996) with later usage in various studies focused mainly on destination or tourist product choice (Matzler and Siller, 2003; Correia, Oom do Valle and Moço, 2007; Pesonen, Komppula, Kronenberg and Peters, 2011). After the destination choice completing, push and pull motives are interconnected with particular destinations (Lee et al., 2002). The tourism motivations can sometimes be an impediment for the loyalty to destination or company choice, since some consumers prefer novelty, change and new experience. **Tourists' motivations** are influenced by the personal characteristics (pleasure-seeking, impulsiveness, self-confidence, people orientation and other) and psychology (Plog, 1994). According to Plog (2001) two personality profiles – psychocentric (dependable) with more loyalty and allocentric (venture) with less loyalty. The both types show different behaviour patterns in tourism. Depending on the psychological and motivational characteristics of tourist various "travel styles" can be identified (e. g Bieger and Laesser, 2002). Huang and Hsu (2009) accomplished the literature review on travel motivation and draft two scenarios from practical point of view, namely the Maslow's hierarchy of needs theory and Plog's allocentrism and psychocentrism model. The research showed progress in the managers' knowledge of travellers' internal psychological needs when developing tourist products.

In tourism marketing, motivations became the basis for miscellaneous **consumer models** (Harrill and Potts, 2002; Hudson, 2000; Lin, 2008). The differences in push (internal)

and pull (external) motivation in terms of repeated visits, willingness to pay, emotional attachment as well as visitors' expectation and **satisfaction** in different groups of visitors were studied by Rao and Sieben (1992), Tian-Cole and Crompton (2003), Bigne et al. (2001), Fuchs, M. and Weiermair, K. (2003), among many others. Aschauer (2010) examined the risk perception in dependence on tourist behaviour using the model of psychological characteristics of tourists at risky destinations. The studies confirm the importance of good services quality which makes the repeated visit more likely. The perceived services quality affects the expectation and motivations consequently. The emotional connection to the visited destination can be substantial in explaining the consumer behaviour, esp. in the segment of repeated visitors (Iwasaki and Havitz, 1998).

The consumer satisfaction is closely correlated with the profitability, although there can be exceptions (e. g. Gurau and Ranchod, 2002). Generally, the lack of research of consumer satisfaction, loyalty and profitability exists, in the destination marketing as well as in the private companies marketing. According to Alegre and Juaneda (2006) two opposed effects can be evident in a destination. The first, the repeated visitors make more efficient choice and spend less. On the other hand, their willingness to pay surcharge can be higher. The research should focus on the effectiveness and effectiveness of marketing budget with regard to the mentioned possibilities as well as the non-monetary costs and risk attitude.

The loyalty research was researched in various studies, predominantly as the loyalty to a destination (Baloglu, 2001; Beaman, Huan and Kozak, 2002; Fyall, Callod and Edwards, 2003; Pyo, Song and Chang, 1998). From marketing point of view, repeated visitors have been considered to be highly desirable because of lower marketing costs (Oppermann, 2000), secondly a return indicates one's satisfaction and thirdly, thanks to the inertial attitude of repeaters the likelihood to return is higher (Oppermann, 1998). The relationship between consumer loyalty and their price sensitivity was examined by Krishnamurthi and Papatla (2003), Keane (1997) or Wernerfelt (1991). Alegre and Juaneda (2006) analysed the loyalty of repeated visitors in a destination from an economic perspective using three types of economic theory models, namely reputation, market with limited information, and consumer behaviour. Further research of the economic and non-economic factors of the visitors' loyalty is needed in the broader context of push and pull motivations factors.

A strong stream in tourism marketing is dedicated to **the cross-cultural differences** and their influence on the consumer behaviour. The influence of nationality on tourist behaviour was researched by Pizam and Sussmann (1995) with the results indicating that 18 of 20 behavioural characteristics were significant differences between the four nationalities (Japanese, French, Italian, American tourists). Yadav et al. (2010) examined the pilgrimage tourism to Lotus Temple (India) concluding, that the level of satisfaction depends on the perception of socio-cultural factors. The study of Dolnicar and Leisch (2003) as well as the study of Chen and Uysal (2003) showed the role ethnic factors and their influence on vacation styles. Further research in ethnic or immigrants' minorities is needed to unveil their specific needs and characteristics due to their ethnic background. From the perspective of marketing communication, culture specific tools and messages

have to be applied according to Kale (1991). Kale emphasis the role of Hofstede's four cultural dimensions¹ and provides a framework to assess the effectiveness of cross-cultural communication.

Market segmentation, targeting, positioning

The traditional demand segmentation based on the demographic, social (if available) and other criteria has been changing by the more sophisticated segmentation focused on psychological and psychographic criteria set in last decades. However, the traditional segmentation can be considered to be accomplished, there are gaps esp. in the research in specific market segments. Concerning the psychological and psychographic segmentation there is more academic debates on it than the broad practical application.

Various studies reflect changes in the ageing structure of the population in developed countries. Möller et al. (2007) studied the changes in travel behaviour of senior population in Austria and how these changes affect tourism. The role of leisure and travel in the respondents' lives was enormous. The travel behaviour didn't changed dramatically after entering retirement status, but the respondents preferred to stay longer and to travel off season. The result points out the limited relevance of the traditional segmentation criteria "entering retirement". The need of more research on the ageing consumer is emphasized by Moschis et al. (2003) with respect to the application of monetary incentives in this segment. Sund and Boksberger (2007) tried to identify the basic differences between senior and non-senior travellers in the Swiss holiday rentals market. There were no significant differences regarding the preferences of seniors and non-seniors, except the fact, that the pre-seniors show a higher willingness to pay for holiday rentals than seniors, more propensity of senior to domestic travel and less propensity of senior to technology utilization. The emotional relations to a destination or company, information and communication technology utilisation or the loyalty of senior clients can be regarded as the further research field. González et al. (2009) researched the utilisation of a cognitive age over 55 as a variable when segmenting the market. The result of cluster analysis showed the importance of psychographic and psychological criteria and the lower relevance of the "cognitive age" as the segmentation factor.

The most utilized segmentation criteria are the demographic, geographic, behavioural and psychographic approach (Tsiotssou, 2006). The combination of various approaches in segmentation seems to be the future way how to segment the demand (Tsiotsou and Vasioti, 2006). Sudbury and Simcock (2009) developed a multivariate segmentation model for senior market and identified five clusters which differ considerably from one another on a set of variables as well as on consumer behaviour. The clusters are based mainly on psychographic and psychological. Future needs of tourism marketing focuses

1) Hofstede's four cultural dimensions reflected general problems present in all societies. According to Hofstede (Hofstede, 1991, pp. 13-14) the dimensions cover power distance, individualism – collectivism, masculinity – femininity and uncertainty avoidance. Hofstede's study is considered to be the first empirical verification of the theoretical model of universal problems in the practice (Minkov and Hofstede, 2011).

on the identification of relevant market segment incl. baby boomers or generation Y, short-break tourism or even one day visits. The finding out the way what criteria are decisive in tourist segmentation and how they can be combined is the challenge for future tourism marketing. The application of the segmentation methodologies and results in practise is highly appreciated.

Brand strategy and brand management

The first theoretical concepts using the branding theory and practice of non-tourism branches implemented in the tourism branch were published in the end of 90's (Gnoth, 1998; Ritchie and Ritchie, 1998) followed by Morgan et al. (2004) dealing with the practical and managerial findings and consequences. The need to research branding emerged in last decade since the competition in the tourism market increased, thus the differentiation based on branding was considered to be an effective differentiation tool. According to Simeon *"a brand is a consistent group of characters, images, or emotions that consumers recall or experience when they think of a specific symbol, product, service, organization or location."* (Simeon, 2006:464).

The tourist destinations became the brands like Canada (Hudson and Ritchie, 2009). Saraniemi (2010) described the miscellaneous activities and processes carried out by the national tourist organisations aiming to build a national destination brand. The research study summarized the approaches to branding and comes to the result that the product-bound branding approaches (Burmam et al., 2009) don't differ significantly from image building techniques. Keller (2008) recommends to follow four steps to build and manage the strategic brand, namely to identify and establish brand positioning, to plan and implement brand management campaigns, to measure and interpret brand performance (measurement) and to grow and keep sustainable the brand equity.

The destination image can be seen through various disciplines, such as sociology, anthropology, geography, semiotics or marketing with the emphasis on the consumer decision making process and consumer behaviour (Gallarza et al., 2002; Peters et al., 2006; Shani and Wang, 2011; Tasci, 2011). Pike (2009) identified three basic research streams in destination branding, namely the destination brand identity development, the destination brand positioning and the estimation brand equity measurement and tracking. The image *"represents the sum of beliefs, attitudes, and impressions that a person or group has of an object. The object may be a company, product, brand, place, or person."* (Barich and Kotler, 1991). The images are knowledge structures *"that can be used as mental shortcuts for processing information in decision making processes"* (Kotler and Gertner, 2002). Destination images differentiate and position a destination in relation to its competitors (Echtner and Ritchie, 1993).

Scot et al. (2011) examines the relationship between the national branding and nation building from the view of branding the destination in the international tourism market and point out the role of branding as a competitiveness tool as well as a tool for self-affirmation. *"A strong brand should have a rich, clear brand identity – a set of associations*

the brand strategist seeks to create or maintain [. . .] In contrast to brand image, brand identity represents what the organization wants the brand to stand for” (Aaker and Joachimsthaler, 2000:40). Various branding models can be used (Kotler, 2000; Upshaw, 1995 and many others) whose utilisation has to be adapted to the destination or company. Dinnie et al. (2010) examined the role of various stakeholders in nation branding activities and the implementation of integrated marketing communication in ASEAN area. The study defined seven key issues of inter-organisational coordination, namely sector, organisation domicile, mode, strategy formulation, nature, frequency and target audience.

The challenge for further research is how to define the conceptual branding model for a destination in all complexity, esp. at the national level and the brand hierarchy. Since the tourist destination image is very complex, multidisciplinary and constantly changing the need to explain the role of different factors influencing destination image and its perception like economical, political, weather, people, inherited names or perception of locations is quite strong. Specific topic for the further research is the role of mass media in image brand creation.

Strategic marketing and marketing concept

The strategic analytical tools are the first area to be inspected in tourism strategic marketing. Generally, the utilization of strategic marketing management tools in tourism is poor. The set of methods applied in tourism marketing encompasses benchmarking, portfolio analysis, strategic map, balanced scorecard, value chain analysis or SWOT analysis. The results obtained by strategic tools implementation are decisive for strategic decision and planning. At the company (micro) level the decision and following performance measurement can be easier, while at the destination (macro) level the system of indicators to monitor the effects, destination competitiveness or performance is quite difficult. Sometimes it is difficult to separate the tourism strategic marketing from the tourism management and policy issue, esp. in the case of destination marketing management.

De Carlo et al. (2008) used **the strategy map approach** as a starting point to develop the balanced scorecard model to assess the destination performance. With the use of qualitative methodology the key dimensions of strategy assessment was identified based on data of city of Turin. The hierarchy of strategy assessment incl. externalities reflect the financial dimension as well as public interests of the destination supply system. Evans (2005) projected **the balanced scorecard model** for the international hotel industry in Northern England. Evans pointed out that many hoteliers used some of the four dimensions of the BSC model, but more unconsciously and without complex point of view. Sainaghi (2010) examined the performance measurement in the hotel industry and stated the growing importance of the balanced scorecard model as an effective performance measurement tool. Other research of the balanced scorecard in tourism marketing was carried out by Min et al. (2008) on the Korean luxury hotels with the aim to develop a balanced scorecard model for assessment of the comparative efficiency of Korean luxury hotels and for setting their performance standard.

Benchmarking as the strategic tool was used by Kozak (2001), Kozak and Rimmington (1998) or Fuchs and Weiermair (2004) to evaluate tourist satisfaction in a destination, to assess the destination attractiveness and its relations to the small hospitality business performance or to get a set of indicators to measure the visitors' satisfaction in a destination. **Portfolio analysis** was applied by Laimer and Weiss (2009) to get the data for policy makers in the Austrian tourism industry. The tourism flows were analysed based on accommodation statistics for a 35-year period for more than 60 markets.

The value chain analysis was used as a management and performance measurement tool by Yilmaz and Bitüci (2006). The idea to research the tourism industry as a value chain bringing the measurable benefit in terms of effectiveness and efficiency to various stakeholders is quite original in tourism marketing. However the management and measurement of the value chain is critical in tourism marketing, the projected framework is a really challenge to practitioners and researchers. Sharma and Christie (2010) pursued the analysis of the value chain in Mozambique hospitality industry with respect to economic growth and poverty alleviation. They depicted the main barriers of value creation consisting in low employee productivity and management efficiency, high taxing, import duties and cost of compliance with government regulations.

The method of SWOT analysis is utilized relatively often in various contexts to identify the strengths, weaknesses, opportunities and threats of a destination, event, operator and many other (Weber, 1999; Karadakis et al., 2010; Tew et al., 2008). **The 7 S McKinsey model** how to implement the destination marketing strategy in the praxis was presented by Palatková (2011) on the case of the Czech Republic. **The method of TALC** (Tourism Area Life Cycle) derived from the PLC (Product Life Cycle) was frequently used esp. in the destination context (Russel and Faulkner, 2004; Pratt, 2010; Butler, 2006; Garay, 2011). The application of common marketing management methods as the Ansoff matrix, VRIO, SPACE and other has not been fully accepted in tourism marketing yet.

Since the 90's the scope of literature and research on strategic marketing (management) incl. **tourism planning** with main focus on the destination planning has grown considerably. The literature dealing mainly with the macro level (destination level) can be represented by Bieger (2005), Luft (2005), Gunn (1994), Jamal and Getz (1995) or Pearce (2000) to name just few. The issue is how to implement and transform the macro goals into the micro level and business, and how to measure them. Generally, the strategic marketing planning discussed in the tourism marketing literature is more or less focused on destination level without the connection to the particular stakeholders.

Traditional and new communication tools (e-marketing)

The information and communication technologies (ICT) and their application in tourism aimed the researchers' and practitioners' attention in 90's. Adoption and e-business in the area of e-marketing, C2C communication, e-word-of-mouth communication are the challenges for theory and practice of tourism marketing. Schertler (1994) examined the role of **information technology** from a strategic management's point of view. Later on the diverse approaches to the ICT application in tourism are available in the litera-

ture however the dynamic of the ICT development is higher than the progress in the researchers' work. ICT supported the development of travel and tourism and facilitated communication among different stakeholders (Buhalis and Law, 2008). The application of ICT in distribution and communication channels in tourism sub-sectors became enormous (Reino et al., 2011; Dwivedi et al., 2009; Sirirak et al., 2011). The study of **ICT** related research papers that were published in 1999 – 2008 in hospitality business depicted seven areas where the ICT were used most intensive, namely training, security, reservation, revenue management, marketing, guest services, as well as strategic and operational management (Ip et al., 2011).

The communication patterns have changed substantially since the 90's thanks to the information and communication technologies (ICT) development. According to Niinin-en et al. (2007) there are three ways, how the web environment has empowered the consumers, firstly the visitor is better informed thanks to independent reports available on the web, secondly, the power of e-word-of-mouth communication and thirdly, the communication between the consumers and companies changed towards the personalised or even tailor-made form. **The consumer centric marketing (CCM)** can be considered to become a more advanced marketing philosophy than CRM. The CCM is based on the grounds of the CRM (customer relationship management) in tourism as designed by Daniel et al. (2003) or Varey (2004). The CCM concept is *"the discipline of capturing and deploying consumer insights to enhance marketing effectiveness and better serve those consumers that are brand's best prospects"* (Maney et al., 2002:3).

E-marketing can be rated as one of the main part of tourism marketing since it involves using the internet and other interactive technologies aiming to dialogue between the company and consumers (Coviello et al., 2001). Brodie et al. (2007) emphasized the extraordinary position of e-marketing because of providing the access to information for consumers and providing information about consumers to the business. Internet has been regarded as the main e-marketing tool, although its role is more extensive. The web can be used to data collection and analysis, to communicate with consumer and among consumers as well as to identify and track of the consumer (Wang et al., 2000) as well as in management support.

The increasing **internet usage** in tourism marketing provokes the question on the role of travel agents and even tour operators in the current and future tourism market. One of the first studies in this field was the research conducted by Wynne et al. (2001) in South African tourism market. The research study focused on the role of intermediaries in the value chain and the strengths and opportunities emerging thanks to the internet marketing with emphasis on distribution and communication. The profile for intermediaries was projected and assessed from the point of view of the electronic value chain. Vrana and Zafiroopoulos (2004) researched the attitude of travel agents towards internet technology in the Greek market. The Greek travel agents used the internet because of facilitation of marketing activities and completion of online services, but relatively small numbers of transactions were completed online. The perception of insecurity and the tradition of direct social contact were the main limits for more intensive internet marketing.

The role of **social media** became decisive in tourism marketing. The social media and technologies make possible content sharing (e.g. text, video, and images), social networking (e.g. Facebook), social bookmarking (e.g. ratings, tagging), collaborative writing (e.g. wikis) or a syndication (e.g. RSS feeds) (Dawson, 2007; O'Reilly, 2005). The role of tourism intermediaries has been changed significantly through the social media (Buhalis and Law, 2008). For the travel and tourism industry the social media mean the productivity increasing thanks to direct reaching their customers (Tse, 2003). Hogg (2010) and Pantano et al. (2010) reckon the social networks as the main tool for the choice of a destination. Di Pietro et al. (2012) researched how the social networks can affect the choice of a destination in terms of the promotion media and competitive advantage of a destination. The TAM (Technology Acceptance Model) was applied in the study. The TAM identified the key role of e-word of mouth communication and social network choice.

The way how the consumers get to the social networks, how they behave there and how the social networks influence their decision process is insufficiently covered by the research and there is large scope to use it in the practice. The way how the C2C communication work in tourism and how it can be influenced and measured is the perspective field for further research. Since the application of mobile devices has been growing significantly in last decade, **the mobile application** for visitors became more popular. The context-aware applications have the advantage of meeting better the visitors' needs. The mobile applications often lack of consensus in the definition of context and lack of understanding of visitors' needs. Meng-Yoke Tan et al. (2009) projected the TILES (temporal, identity, location, environmental and social) model to define and classify five substantial types and characteristics linked to each of studied tourism-related mobile applications. The TILES model was developed for better understanding of context the consumers need and use the information. Tatsiopoulou and Boutsinas (2010) projected the model of network among consumers (visitors) based on mobile devices as an intelligent social networking process and supported by other e-commerce activities. The model reflects the trend to the C2C communication and its growing importance.

Future strategic issues in tourism marketing

The discussions on tourism marketing were following the discussion on the marketing in other non-tourism sectors. New ways and principles of tourism marketing emerged and the researchers as well as the practitioners checked their performance and viability. The proposal of Riege and Perry (2000) to be focused on three strategic approaches in tourism industry can be considered to be one of the basic platforms in tourism marketing. The platform of three approaches consists of the consumer-oriented approach, the competitor-oriented approach and the trade-oriented approach, thus the viewpoint of the demand and supply as well as the competition surroundings are presented. The use of a differentiated (concentrated, target) marketing or undifferentiated (general) marketing strategy, the search of competitive strategy and the development of distribution channels more or less dependent on intermediaries are the natural fallout from the mentioned approach throughout the public and private sector.

Marketing orientation itself and its consequences became the very issue of the discussion on tourism and tourism marketing. The literature on destination marketing orientation is more frequent than the literature focused on particular sub-sector and tourism services. Tsiotsou (2010) stated that only four studies in travel and tourism services were focused on marketing orientation and all exclusively in the hotel sector. Further research in this area and in the broad scope of tourism sub-sector (tour operators, travel agencies, convention bureaux, convention centres, resorts, rent-a-car companies and other) is needed. The studies usually take the consumer as the focus point of the research. The logical consequence is the development of the concept of consumer relationship marketing. To enhance the consumers' loyalty and to improve the financial indicators and sustainability the consumer relationship marketing serve as a useful tool (Shoemaker and Bowen, 2003). However, the CRM can be used as an effective marketing tool, the progress in the CRM in theory and practice is still quite low. Kevork and Vrechopoulos (2009) observed that the general interest in CRM/e-CRM arose during last decade, but at the same time they emphasized the *"... great need and demand from researchers to have clear and full knowledge at both a general and abstract level and also numerical information (metrics) about all the e-CRM related research area categories and sub-categories."* (Kevork and Vrechopoulos, 2009:62).

Generally, **the relationship marketing in tourism** can be evaluated as the research area in its initial phase of development. According to Tsiotsou and Ratten (2010) the works of Moaris and Zillifro (2003) dealing with the resource exchange theory, Au and Law (2002) focusing on the mathematical rough set theory or the usage of the neural networks (Tsaour et al., 2002) are the most important theoreticians dealing with relationship marketing. Some practical studies with focus on tourism sub-sector, f. ex. Sui and Baloglu (2003) surveyed the patronage behaviour of casino club members or Kim et al. (2006) explored the customer satisfaction as the consequence of loyalty. Palmer (2010) studied the customer experience management from the critical point of view and stated that have applied the concept of CEM (customer experience management) as the higher level of the classical CRM, but the practical realisation in terms of inter-functional integration become more an idea than a reality.

The scope in the CRM and/or CEM research and application in consumer intentions, word-of mouth communication or customer value seems to be extensive. Furthermore, the "white place" in the areas as self-expression, service personality, tourism involvement in the value chain of research of loyalty and its financial and effectiveness implication in private and public (mainly destination) sector should be filled up in the future.

The concept of experiential marketing became to be very strong in tourism marketing. To customize the products and services is a necessity today, thus the application of experiential marketing in tourism marketing can be considered for the future prospect in practice and researchers. The progress in tourism experiential marketing is apparent primarily in the hospitality (e.g. Williams, 2006) or in natural and heritage settings (e.g.

Schanzel and McIntosh, 2000). Further research is needed to explore the attributes of the tourism experience and their linkage to the strategic a tactical marketing.

The concept of **sustainability marketing** is a logical sequence of the sustainable (travel and tourism) development. Sustainable marketing “... extends the theory of marketing into ensuring ecological, social (equity and equality), and economical balance in time and space” (Nkamnebe, 2011:218) since it focuses on the human beings (visitors and residents) and human culture. According to Agbonifoh et al. (2007) “... the (classical) marketing consists of individual and organisational (and societal) activities designed to facilitate and expedite exchanges so as to achieve the goals of the producer/seller (society) by sensing and satisfying consumers’ (societies’) needs (and wants).” The sustainable marketing can be defined in the theory, but is very difficult to be implemented in the practical life. Belz defined the sustainability marketing as the “... building and maintaining sustainable relationship with customers, the social environment and the natural environment” (Belz, 2005:2). The aspect of creating customer value, social value and ecological value is inseparable from the idea of sustainable marketing (Elkinton, 1999). The sustainable marketing is a business of the private companies, public sector as well as residents and destination visitors. Sirgy and Don-Jin (1996) turned attention to the setting of socially responsible marketing objectives in terms of a quality-of-life approach. The marketing objectives’ setting determines the behaviour of the stakeholders and the sustainability of the processes and the sustainability goals’ achieving.

As a very close concept to the mentioned sustainability marketing **the societal marketing** can be described. The idea of societal (social) marketing has emerged 30 years ago aiming the societal benefits instead of purely financial earnings for the private sector. The definition of the societal marketing is based on the collaboration with customers (visitors) and the partners. According to Kotler and Armstrong the societal marketing is marketing evolved as an extension of the production, selling, and consumer orientation, considering not only consumer satisfaction but also expanding it towards “society’s well being” (Kotler and Armstrong, 1990). The societal marketing is generally considered to be the “complex” marketing and the strong future trend (Jamrozy, 2007).

Conclusion – trends in travel and tourism marketing

The various ways how the academicians and practitioners develop and understand the tourism marketing and how the marketing viewpoint changed in last two decades was shown in text above. The approaches in marketing of tourism services can be split into six crucial fields:

1. Consumer behaviour as the core of tourism marketing.
2. Market segmentation, targeting and positioning as the main axe of strategic tourism marketing.
3. Brand strategy and brand management with the practical use and consequence especially for the destination marketing.

4. Strategic marketing and marketing concept focused on marketing research, market orientation and marketing strategies.
5. Communication tools incl. the traditional a contemporary e-tools.
6. Sustainable tourism marketing integrated the miscellaneous forms of relationship marketing, and societal marketing with focus on the consumers and residents.

Beside the mentioned areas, the field of tactical marketing and performance measurement in private as well as public sector has to be mentioned. Although the traditional concept of marketing mix can be seen as anachronism and is changed by new concepts based on customer value and relation, it remains still the valid ground for further research. The performance measurement of all activities connected with the tourism marketing is a serious challenge for future research.

In the field of **consumer behaviour** further research is needed because of significant change in demand and consumption from new developing or emerging markets. The demographic, ecological, consumption and other trends have to be examined and projected in practical activities in the public and private sector. With respect to relationship marketing the tourists' motivation and "travel styles" has to be researched more in depth. Since the consumer satisfaction correlates with the profitability more research in the tourist's loyalty in terms of economic and non-economic factors is needed in the broader context of push and pull motivations factors. The role of cross-cultural differences incl. ethnic or immigrants' minorities and their influence on the consumer behaviour can be considered as the broad area to be examined with respect to private companies' as well as destination marketing.

The question of the efficiency of segmentation based on traditional criteria was solved in last decade since the new psychographic and psychological criteria have been included in the various segmentation models. The need of more in depth research on the ageing consumer, young consumer or families, but with respect to the psychological and psychographic criteria and/or criteria of "cognitive age" is emphasized, esp. with further use in practice. The finding out the way what criteria are decisive in tourist segmentation and how they can be combined is the challenge for future tourism marketing. The application of the segmentation methodologies and results in practise is highly appreciated.

In the field of **branding and brand management** the progress made since the beginning of 90's has been quite extensive. The models accepted from non-tourism marketing shows their viability in the private sector and destination marketing. Various destination branding models were developed with respect to nations, regions and cities. The challenge for further research is how to define the conceptual branding model for a destination in all complexity, esp. at the national level. Specific topic for the further research is the role of mass media in image brand creation.

The future ways how to develop the tourism marketing in branding, namely brand equity, brand value and brand architectures (Saraniemi, 2010). Concerning the brand management in terms of management of various stakeholders there is a lack of research

of marketing activities of particular stakeholders and their performance. The brand equity as the value of the product (destination) for the consumer and is the central point of branding strategies. There is a lack in marketing research focused on the measurement of consumer-bound brand equity and the financial-bound brand equity. The particular issue for further research has to be seen in the performance evaluation of marketing campaigns and how they support and help to create the brand equity. The monetary as well non-monetary characteristics have to be included in the evaluation of brand strategy and management. The reviewing and refining of the various perspectives on tourism branding is required. The destination image and its measurement of affective and cognitive components have to be conducted.

Strategic marketing and marketing concept has been researched in theory, but there is a lack of its full practical use. Sometimes it is difficult to separate the tourism strategic marketing from the tourism management and policy issue, esp. in the case of destination marketing management. The use of models of strategy maps, balanced scorecard, benchmarking or value chain analysis and other can be seen as a really issue for strategic tourism marketing. Generally, the sources and the application of strategic marketing (management) methods in the tourism marketing is relatively scarce. Further research is required in the strategic control and measurement system depending on the SMART goals and indicators how to evaluate them. The evaluation of benefit of strategy implementation for the stakeholders can be the part of the control and measurement system. The system has to be linked to the destination as a system, thus the point of view of a destination is crucial in the resource allocation in terms of their effectiveness and efficiency. Otherwise the papers and strategies remain just an analysis or a composition.

The perspective of tourism value chain can be considered to be a big challenge in further research. There is a lack of frameworks or models focused on the evaluating and controlling of the tourism value chain. The need of management and measurement of the performance in continuing parts of the chain and understanding the role of stakeholders can be accounted the future way of strategic tourism marketing. Despite the destination marketing management is based on the tourism value chain development, the previous research was focused more on hospitality industry. The progress in research of destination value chain remains still small.

The research in the field of **traditional and new communication tools** unveiled the gap between the real possibilities and utilization of new technologies in tourism marketing. In addition, there is a different effect of ICT, especially internet on various sub-sectors of travel and tourism industry, where the effect needn't to be positive indispensably. The role of ICT, primarily internet / e-marketing in the value chain and on the businesses performance would be highly appreciated. The CCM marketing can be seen as a challenge and future way for tourism marketing.

The tourism marketing based on new technologies brings benefit to the consumers as well as to the services' providers or intermediaries. Cost minimizing, higher quality achievement, better information flow, more efficient communication or distribution can be put on the list of areas of future research and exploitation. The ICT application allows to involve the consumer into the product development and communication opera-

tions thanks to web 2.0 applications, e.g. social and content sharing networks, collaborative trip planning. The role of visitors has changed from the passive entity to the active participants. The new decision making models supported by user generated content and social networking force the tourism industry to implement new technologies and procedures.

The research of the new decision process and its usage in tourism marketing become an urgent research issue. According to Reino (2011) the need of testing and introducing of the models from other disciplines and business settings is a necessity, e.g. theory of planned behaviour, theory acceptance model or unified theory of acceptance and use of technology. The new communication tools supported by ICT, namely mobile TV, mobile internet, web 2.0 and other should become the object of in-depth research from visitor's, resident's and providers' / intermediaries' point of view.

Future strategic issues in tourism marketing can be seen in experiential, societal or relationship marketing with emphasis on sustainability. In theory and praxis the alternative forms of tourism marketing can be identified, primarily the societal, causal, environmental, green, quality of life and sustainable marketing concepts (Jamrozy, 2007). The lack of exact definitions for each of the mentioned terms can be seen as a serious issue for academics and practitioners. Since the forms of alternative marketing evince many similarities, Jamrozy (2007) bring them to one integrated model for sustainable marketing in tourism. The concept of societal marketing based on the "society's well being" (Kotler and Armstrong, 1990) was developed in tourism to the model of sustainable tourism destination, product or company.

Generally, it can be stated that despite of many literature contribution the gap in some researched field remains still extensive, esp. in the field of communication tools, in the field of measurement throughout all the mentioned fields or in the terminology of new alternative ways of tourism marketing. The terminology differs especially between research and practice they use tourism marketing terminology at will.

Despite of plenty of research activities and studies focused on destination, the number of studies with focus on private sector is very low. The substantial impulses in tourism marketing come from other non-tourist sectors, esp. in the field of consumer behaviour or communication, thus the time lag between tourism and non-tourism marketing can be evident. During the last two decades the noticeable progress has been made esp. in the marketing of tourist destination in comparison to the tourism marketing in private sector. When the research is worked on in the private sector, then there are hotels as the main target group to be explored. In other tourism sub-sector the research activity and frequency is very low.

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