International Tourism Research and Concepts 06

New Challenges for Tourism Promotion

Tackling High Competition and Multimedia Changes

Bearbeitet von
Prof. Dr. Christian Keller, Prof. Dr. Christian Laesser

1. Auflage 2012 2012. Taschenbuch. XII, 175 S. Paperback
ISBN 978 3 503 13838 8
Format (B x L): 15,8 x 23,5 cm
Gewicht: 310 g

Weitere Fachgebiete > Sport, Tourismus, Freizeit > Tourismus & Reise: Allgemeines, Geschichte > Tourismus & Reise: Ökonomie, Ökologie

schnell und portofrei erhältlich bei

beck-shop.de
DIE FACHBUCHHANDLUNG

Die Online-Fachbuchhandlung beck-shop.de ist spezialisiert auf Fachbücher, insbesondere Recht, Steuern und Wirtschaft. Im Sortiment finden Sie alle Medien (Bücher, Zeitschriften, CDs, eBooks, etc.) aller Verlage. Ergänzt wird das Programm durch Services wie Neuerscheinungsdienst oder Zusammenstellungen von Büchern zu Sonderpreisen. Der Shop führt mehr als 8 Millionen Produkte.

ESV

International
Tourism Research
and Concepts

Volume 6

New Challenges for Tourism Promotion

Tackling High Competition and Multimedia Changes

Edited by
Professor Dr. Peter Keller
Professor Dr. Christian Laesser

With Contributions by
Dr. Wineaster Anderson · David Caliesch · Michel Ferla ·
Dr. Alexandra Jiricka · Prof. Dr. Peter Keller · Katarzyna Klimek ·
Dr. Martinette Kruger · Prof. Dr. Christian Laesser · Dr. Andreas Liebrich ·
Prof. Dr. Barbara Marciszewska · Krzysztof Marciszewski ·
Rafael Matos-Wasem · Dr. Andrea Nemes · Dr. Ulrike Pröbstl ·
Prof. Dr. Melville Saayman · Boris Salak · Dr. Miriam Scaglione ·
Roland Schegg · Prof. Dr. Egon Smeral · Dr. Petra Stolba ·
Dr. Serena Volo · Dr. Veronika Wirth

ERICH SCHMIDT VERLAG

Bibliographic information published by Die Deutsche Nationalbibliothek
Die Deutsche Nationalbibliothek lists this publication
in the Deutsche Nationalbibliografie;
detailed bibliographic data is available in the Internet
at http://dnb.d-nb.de.

For further information concerning this title please follow this link:
ESV.info/978 3 503 13838 8

Printed Edition: ISBN 978 3 503 13838 8
eBook: ISBN 978 3 503 13839 5
ISSN 1862-9946

All rights reserved
© Erich Schmidt Verlag GmbH & Co. KG, Berlin 2012
www.ESV.info

This paper fulfills the requirements of the
Frankfurter Forderungen of Die Deutsche Nationalbibliothek
and the Gesellschaft für das Buch concerning the paper permanence
and meets the tight regulations of American National Standard
Ansi/Niso Z 39.48-1992 as well as ISO 9706.

Design and Layout: Marlis Vernier, AIEST

Printing and Binding: Hubert & Co., Göttingen

Foreword

The increased competition on the tourism market, the ongoing process of differentiation of the needs of potential visitors and the irreversible way to a multimedia information and communication society are challenges for the institutions which have the mission to attract and keep loyal potential visitors.

AIEST's experts put forward new ideas on how the promotion and marketing process could be better mastered by strengthening the research on the hybrid traveler behavior and by finding ways to get attention on a market where information is everywhere and consumers gain always more sovereignty. The digitalization of the promotional tools and the focus on marketing processes and cooperation rather than on institutional division of work should help to make tourism promotion and marketing more effective and efficient.

This book reports on outcomes of the 61st Conference of AIEST which took place from 28th August to 1st September 2011 in Barcelona (Spain) at the Centre for Education and Knowledge Transfer in Hotel Management and Tourism CETT**.** The purpose of CETT and AIEST is the same: linking theory and practice through applied research and applied and polytechnic education.

AIEST stands for applied tourism related research. The Association deals with research topic which answers to questions of the tourism related sector. Its thinking is future oriented and wants to contribute to solve problems.

The annual conferences of AIEST thus deal with topics which are important for research and practice. The goal is to contribute to the building of a common body of knowledge in various fields and disciplines within the phenomenon of tourism.

We wish you an interesting reading.

St. Gallen, October 2011

Prof. Dr. Peter Keller
President

Prof. Dr. Christian Laesser
Secretary General

Table of Contents

Foreword V

Peter Keller & Christian Laesser
Introduction 1
Abstract 1
1. Promotion as Key Process for Attracting Visitors 1
2. Main Challenges Impacting on Tourism Promotion 2
2.1 Enlargement of the Market and Global Competition 2
2.2 Mature Markets and Differentiation of the Customer Needs 2
2.3 Technological Progress is a Driver of Changes for the Promotional Mix ... 3
2.4 Tighter Public Financing and Need to Prove Performance 3
3. Key Issues for Future Tourism Promotion and Marketing 4
3.1 The Need for new Research Approaches to Understand the Hybrid Traveler 4
3.2 The Abundance of Information and Ways to get Attention on Disputed Markets 4
3.3 The Digitalization of the Value Chain 5
3.4 The Professionalization of Promotion and the Role of Public-Private-Partnerships 6
Bibliography 6

The Practitioner's View

Petra Stolba
National Tourism Promotion: Lessons to be Learned and Challenges Ahead 9
Introduction 9
1. Speech 9
1.1 Marketing was Yesterday 10
1.2 Innovation: Determinant of Competitiveness 11
1.3 Aspects of Co-ordination and Control 12

Michel Ferla
The Growing Importance of E-Promotion: The Example of Switzerland Tourism 15
Abstract 15
1. ICT Introduction by Trial and Error 15
2. The Principles of ST's eMarketing 16
3. Technology driven eStrategies 17
4. Conclusions 19
Bibliography 20

Section 1: Promotion

Serena Volo
The Emerging Role of Social Media in Tourism Marketing Promotion 23
Abstract 23
1. Introduction 24
2. Online Tourism Domain 25
3. Web 2.0 Communication Power 25
4. Blogs Potential as a Destination Marketing Tool 27
5. Method 29
6. Evidence of a Changing Promotion Paradigm: An Analysis of Tourist 2.0 Blogs 29
7. Implications for Tourism Marketing Promotion Theory and Practice 31
8. Concluding Remarks 33
Bibliography 34

Martinette Kruger & Melville Saayman
Promotional Decision-making Time of Visitors at a National Arts Festival 37
Abstract 37
1. Introduction 38
2. Literature Review 38
3. Methods of Research 40
3.1 The Questionnaire, Sampling Method and Survey Applied at the KKNK 41
3.2 Statistical Analysis Used to Investigate the Data and Results 41
4. Results of the Research 41
4.1 Results from the Independent *t*-Test: Decision-Making Time of Visitors to the KKNK 41

4.2 Cross-Tabulations and Chi-Square Test Results: Differences between Decision-Making Groups 43
5. Findings and Implications 46
6. Conclusion 47
7. Limitation 48
Bibliography 48

Barbara Marciszewska & Krzysztof Marciszewski
Promoting Tourism Products via 3D Graphic Arts 51
Abstract 51
1. Introduction 52
2. Culture and Art in the Tourism Sector 52
3. Art, Emotions and Experience in a Tourism Product 53
4. Art in Marketing: a Promotional Instrument? 54
5. Emotions and Tourism Consumption 56
6. Promotion via Art 57
7. The Purpose, Methods and Procedure of the Study 57
7.1 The Main Research Problem 58
7.2 Methods 58
8. Results and Discussion 59
8.1 Students' Opinion on a 3D Presentation of Tourism Products 59
8.2 Tourism Promotion in Poland: an Analysis of the Selected Tourism Development Strategies and the Websites 64
9. Conclusions 66
10. Recommendations 66
Bibliography 67
Online Source 68

Section 2: Special Interest

David Caliesch & Andreas Liebrich
Organisational Challenges of Using Social Media Marketing: The Case of two Network Carriers 71
Abstract 71
1. Introduction 72
2. Methodology 73
3. Two Airlines with two different Approaches to SMM 75
4. Social Media triggers Multifaceted Organisational Challenges 78
4.1 Challenge 1: Answering Everything Requires an Internal Network of Respondents and may lead to Evolving Patterns of Communication 78

4.2 Challenge 2: Costs and Benefits triggered by the Style of Communication.... 79
4.3 Challenge 3: FB a Multi-Purpose Channel: Who is doing What and When? . 80
4.4 Challenge 4: Crowd Sourcing and using the Information for Improvements.. 80
4.5 Conclusions and Managerial Implications 80
5. Limitations and Further Research 82
Bibliography 83
Online Source 84

Alexandra Jiricka, Veronika Wirth, Boris Salak & Ulrike Pröbstl
Creating a Powerful Niche Product – Ways to Successful Branding of 'Energy-Tourism'..... 85
Abstract 85
1. Introduction 86
2. Energy-Tourism – Opportunities and Possible Niches 87
2.1 Situation Analysis and Possible Niche Product 87
2.1.1 Expert-Based Energy-Tourism 88
2.1.2 Energy Experience Tourism..... 89
2.2 Possible Target Groups 90
2.3 Core Values and Brand Identity of 'Energy-Tourism'..... 92
2.4 Communication – Sustainable Marketing..... 93
3. Methodological Approach 94
4. Challenges of the Practical Implementation – Experiences from the Case Study..... 95
4.1 Introduction of a New Niche Product 95
4.1.1 Practical pre-conditions for energy-tourism 97
4.2 Possible Target Groups 97
4.3 Core Values and Brand Identity 98
4.4 Marketing Strategy..... 101
5. Conclusion and Future Challenges 102
Bibliography 103

Wineaster Anderson
Antedecents of Domestic Tourism Demand in Tanzania 107
Abstract 107
1. Introduction 108
2. Literature Review 110
2.1 The Concepts of Domestic Tourism 110
2.2 Tourism Demand and its Determinants 111
2.3 Determinants of Domestic Tourism Demand 111
3. Methodology 113
4. Findings 115
4.1 Respondent Characteristics 115
4.2 Determinants of Domestic Tourism Demand 116
4.3 Stakeholders Opinions on Antecedents of Domestic Tourism Demand .. 121
5. Conclusion 122
Bibliography 123

Section 3: Institutional Aspects

Egon Smeral
Public Financing of Tourism Organisations: A Conceptual Approach 127
Abstract 127
1. Introduction 128
1.1 Justification of Public Involvement in Tourism Policies 128
1.1.1 Direct versus Indirect Public Tourism Promotion 128
1.1.2 Welfare Economics as a Basis for Justification 129
1.1.3 Public Involvement in Tourism Marketing because of Externalities 130
1.1.4 Market failures through information deficits 132
1.1.5 Transaction costs 134
1.2 Conclusions 134
Bibliography 136

Andrea Nemes
New Ways for Public-Private Partnerships to Meet Challenges at the Destinations in Hungary 139
Abstract 139
1. Introduction 140
2. Literature Research 140
3. Destination Management in Hungary 144
3.1 Importance of Tourism 144
3.2 Origins and Evolution of TDM 145
3.2.1 Legal background 145

3.3 Main Objective of TDM System 147
3.4 Special Features of Setting up an Institutional System Based on Destination Management 148
3.5 Characteristic Features of TDM System/Organizations..... 148
3.6 Structure and Levels of Destination Management System 149
3.7 Possible Sources of Financing TDM Organizations 150
3.8 Establishment of TDM Organizations in Practice 150
4. Role of the State in Hungary in Supporting the Establishment of TDMOs 151
5. Summary 153
Bibliography 153

Katarzyna Klimek, Miriam Scaglione, Roland Schegg & Rafael Matos
Marketing and Sustainable Tourism in Alpine Destinations 155
Abstract 155
1. Introduction 156
2. Sustainable Development in Alpine Areas 156
3. Marketing Alpine Areas for the “Green” Market Segment 159
4. Methodology and Data 161
5. Results 163
6. Conclusions, Limits and Future Research 165
7. Acknowledgements 166
Bibliography 167

List of Authors 171