



[PREVIEW BOOK](#)

1st Edition

Tourism Marketing In the Age of the Consumer

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Description

Tourism Marketing: In the Age of the Consumer offers a fresh and contemporary approach as an introductory textbook on tourism marketing. Six major themes along with the traditional core marketing principles are blended together:

- *Age of the consumer*: This book places the customer at the heart of tourism marketing and not the sector's promotional apparatus.
- *Experiences*: It highlights the growing consumer interest in the enjoyment of experiences and experiential marketing.
- *New media*: Social media and e-marketing are given emphasis throughout. Coverage of new media is present in all chapters.
- *Global marketplace*: Every chapter adopts a global outlook and offers international perspectives.
- *Environment and social responsibility*: An emphasis is placed on the sustainability of tourism, including the concepts of ethical tourism and social responsibility.
- *Events*: This book treats events as a major tourism marketing topic and integrates events within the concept of experiential marketing.

Written in an engaging and accessible style, *Tourism Marketing: In the Age of the Consumer* is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism, the sharing economy, staycations, event bidding, coping with COVID-19, air travel emissions and many more. Four features add interest and bring greater pedagogical value – Quick Bytes, Case Studies, Industry Voices and Vignettes. This will be essential reading for all tourism marketing students.