

Tourism Planning and Destination Marketing



Edited by

Mark Anthony Camilleri

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MARK ANTHONY CAMILLERI

University of Malta, Msida, Malta



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INVESTOR IN PEOPLE

Dedicated to Adriana and to our special kids, Michela and Sam.

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Contents

About the Editor	<i>xi</i>
About the Authors	<i>xiii</i>
Preface	<i>xix</i>
 Chapter 1 The Planning and Development of the Tourism Product	
<i>Mark Anthony Camilleri</i>	<i>1</i>
 Chapter 2 The Creation and Delivery of Experiential Value in Hospitality	
<i>Martina G. Gallarza and Nerea de Diego-Velasco</i>	<i>25</i>
 Chapter 3 Plog's Model of Personality-Based Psychographic Traits in Tourism: A Review of Empirical Research	
<i>Oliver Cruz-Milán</i>	<i>49</i>
 Chapter 4 Coopetition for Destination Marketing: The Scope of Forging Relationships with Competitors	
<i>Rauno Rusko</i>	<i>75</i>
 Chapter 5 The Residents' Attitudes Towards Incoming Tourism in Punta Del Este, Uruguay	
<i>José Ramón Cardona, Daniel Álvarez Bassi and María Dolores Sánchez-Fernández</i>	<i>99</i>
 Chapter 6 Marketing Sustainable Tourism: Principles and Practice	
<i>Danielle Eiseman</i>	<i>121</i>
 Chapter 7 Enriching Cultural Experiences from Rural Tourism: Case Studies from Japan	
<i>Soniya Billore</i>	<i>141</i>

Chapter 8 The Internet-Based Marketing of Ecotourism: Are Ecotourists Really Getting What They Want?	
<i>Marta Massi and Alessandro De Nisco</i>	161
Chapter 9 The ‘Phygital’ Tourist Experience: The Use of Augmented and Virtual Reality in Destination Marketing	
<i>Larissa Neuburger, Julia Beck and Roman Egger</i>	183
Chapter 10 Organizing Festivals, Events and Activities for Destination Marketing	
<i>Antonio Botti, Antonella Monda and Massimiliano Vesci</i>	203
Chapter 11 The Strategic Management of Events for Destination Marketing	
<i>Antonella Capriello</i>	221
Chapter 12 The Use of Smart Tourism Systems to Improve the Destination’s Appeal: A Case Study from Caserta in Italy	
<i>Clara Bassano, Maria Cristina Pietronudo and Paolo Piciocchi</i>	239
<i>Index</i>	261

About the Editor

Dr Mark Anthony Camilleri is a Resident Academic in the Department of Corporate Communication. He lectures in an international master's programme run by the University of Malta in collaboration with King's College, University of London. Mark specialises in strategic management, marketing, research and evaluation. He successfully finalised his Ph.D. (Management) in three years at the University of Edinburgh in Scotland – where he was also nominated for 'Excellence in Teaching'. During recent years, Mark taught business subjects at undergraduate, vocational and postgraduate levels in Hong Kong, Malta, UAE and the UK. He is a member of the following organisations:

- Member of the Global Reporting Initiative's Stakeholder Council.
- Member of the Advisory Committee in the Global Corporate Governance Institute (USA).
- Member of the Editorial Board of Springer Nature International Journal of Corporate Social Responsibility.
- Member of the Editorial Board of Inderscience's International Journal of Comparative Management;
- Member of the Editorial Board of Inderscience's the International Journal of Responsible Management in Emerging Economies.
- Member of the Editorial Board of the Indonesian Journal of Sustainability Accounting and Management.
- Member of the Scientific Committee of ICABM18 – International Conference of Applied Business and Management (Portugal).
- Member of the Scientific Committee of ISTC – International Sustainable Tourism Congress (Turkey).
- Member in the British Academy of Management.
- Member in the Academy of Management (USA).

Mark Anthony Camilleri has published academic textbooks with leading publishers. In 2017, he published *Corporate Sustainability, Social Responsibility and Environmental Management: An Introduction to Theory and Practice with Case Studies*. Moreover, he edited *CSR 2.0 and the New Era of Corporate Citizenship* (2017). In 2018, he published *Travel Marketing, Tourism Economics and the Air-line Product: An Introduction to Theory and Practice* and edited *Strategic Perspectives in Destination Marketing* and *The Branding of Tourist Destinations*.

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About the Authors

Clara Bassano (Ph.D.) is Assistant Professor of Business Management and Marketing at the Department of Management Studies and Quantitative Methods, 'Parthenope' University of Naples. She was Visiting Researcher at IBM Almaden Research Center (Silicon Valley, California) and Visiting Fellow at the Ovidius University (Romania). She was awarded the IBM Faculty Award 2010 for outstanding academic achievements with Stanford University (California) in the field of a research project entitled 'Smart University Relations System'. She is Italian International Society of Service Innovation Professionals Ambassador and author of several publications including national papers, books and international conference proceedings on the search for the most appropriate reticular configuration such as networks and districts for the studies of governance and management of Italian SMEs. She is now focussing on the search for governance models to manage service systems, service science, viable systems approach and fashion and luxury brand management.

Daniel Álvarez Bassi holds a Ph.D. in Economics and Business Management from the University of Deusto (Spain). He is Coordinator of the Centre for Research in Marketing and Tourism at the Faculty of Business Science, Catholic University of Uruguay (Uruguay).

Julia Beck completed her master's degree in Innovation and Management in Tourism at the Salzburg University of Applied Sciences. Her main research interest is in e-tourism, particularly in the application of Virtual Reality in a tourism context. Julia is also a Co-Founder and Co-Editor of a student's blog on Virtual Reality in tourism. After graduating, she co-founded 'venju Weltenplaner OG' which is dedicated to develop creative communication concepts to connect and inspire people in tourism and leisure, business and education, with a focus on the quality of the user experience.

Soniya Billore is an Assistant Professor of Marketing at the School of Business and Economics, Linnaeus University, Sweden. She earned her Ph.D. from Keio University (Tokyo, Japan) as a Monbukagakusho scholar. Her research areas are marketing, cross cultural consumerism, entrepreneurship and innovation studies. Soniya has published in scientific journals and books and was awarded the second position at the 2nd Annual Emerging Scholar Award in Women's Entrepreneurship, 2010, by the *International Journal of Gender and Entrepreneurship*, Emerald Publishing. Soniya is interested in research in country contexts of India and Japan and is currently engaged in various teaching and research-related projects with Indian and Japanese institutions with European grants such as the Linnaeus

Palme Grants, the STINT initiation grants, the Erasmus+ grants and various other Sweden-based research funding institutions. She is also founder member of the India group at Linnaeus University which aims to foster academic and research projects between Linnaeus University, Sweden, and Indian Universities.

Antonio Botti (Ph.D.) is an Associate Professor of Management at the University of Salerno. Here, he is a member of several committees such as the Coordinating Committee for Educational Area of Business Administration and the Faculty Board of the Ph.D. in Economics and Management of Public Organizations. He is also a member of the Scientific Committee and a Vice-Director of the Master's in Management of Innovation at the university. As a brilliant Academic and Researcher, Botti is a member of the MECOSAN journal Editorial Board and a reviewer for several international academic journals. Botti coordinated several research projects since 2006. His research interest focuses on entrepreneurship, tourism management, performance evaluation, public management and consumer behaviour in the areas of tourism, technology, innovation and education. Since 2007, he regularly holds lessons in doctoral and master's courses. His business experience includes management consulting and market research in the agri-food industry in Italy, in destination management and in local development. He has been widely involved in the supervision of master's and Ph.D. dissertations across several research areas. Since 1993, Botti is a Chartered Accountant and a Business Consultant.

Antonella Capriello (Ph.D.) is an Associate Professor of Marketing at the University of Piemonte Orientale (Italy). She graduated in Economics and Commerce from the University of Turin in 1996; at the same university, she earned the title of Doctor of Philosophy in Business Administration in 2004. She was a Visiting Research Fellow at the Sheffield Hallam University (UK). She has collaborated with the Business Incubator of the University of Piemonte Orientale, resulting in the winner of the START CUP – Piedmont Region – Tourism and Innovation Special Award in 2007 for the 'Innoviaggiando' project, and in 2009 for the 'GEO4MAP' project (in collaboration with the de Agostini Group). She also acts as a Consultant for local authorities. Her research activities include studies on event management, networking processes in tourist destinations, social entrepreneurship and franchising. She has published more than 60 research papers, including articles in the *Journal of Business Research and Tourism Management*.

José Ramón Cardona received his doctoral degree in Business Economics at the University of the Balearic Islands (Spain) in 2012. He has research experience in tourism and marketing. He was Lecturer in Marketing at the University of Zaragoza, Pablo de Olavide University and the University of the Balearic Islands; Lecturer in Business Organisation at Pablo de Olavide University and the University of Santiago de Compostela and Visiting Researcher at Pablo de Olavide University and the University of Seville. He is Associate Researcher of the Research Group Business Management and Tourist Destinations (University of the Balearic Islands) and Lecturer of Tourism Management in the bachelor's degree in Tourism from the University College of Ibiza Island Council (affiliated centre to the University of the Balearic Islands).

Oliver Cruz-Milán earned a Ph.D. in Business Administration with a concentration in Marketing from the Robert C. Vackar College of Business and Entrepreneurship at the University of Texas, Rio Grande Valley. He is Assistant Professor at the College of Business in Texas A&M University-Corpus Christi. He has teaching experience at undergraduate and graduate levels in universities of Mexico (Universidad del Caribe, Universidad Autónoma de Tamaulipas and Tecnológico de Monterrey, Campus Querétaro) and the United States (West Virginia State University and University of Texas – Pan American). His research focuses on marketing, branding and consumer behaviour in services and tourism-related settings and has appeared in various publications including the *Journal of Travel Research*, *Tourism Management*, *The SAGE International Encyclopaedia of Travel & Tourism*, among others. He is member of the Sistema Nacional de Investigadores in Mexico.

Nerea de Diego-Velasco (Ph.D.) is an Entrepreneur in the nautical leisure industry in the Philippines, where she has also carried out various roles in hospitality management. Before settling in the Philippines, she served as a Tourism Consultant in Valencia (Spain), conducting several research projects on tourism destinations. She also carried out marketing planning and business consulting services for hotels and leisure businesses, and assisted local governments in implementing sales strategies and developing tourism products. Prior to her industry engagements in the Philippines, she served as Visiting Researcher at the London School of Economics on the subject of her dissertation ‘Historical evolution of the figure of tourist as an experiential consumer: From the traveler to the XXI century tourist’. Her specialisation includes tourist behaviour and experiential consumption.

Alessandro De Nisco (Ph.D.) is a Full Professor of Marketing and Management at the University of International Studies of Rome. His research focuses on consumer behaviour with emphasis on country images, tourism, retail and urban atmospherics, and he has published in leading journals, including the *International Marketing Review*, *Journal of Business Research*, *Managing Service Quality*, *Journal of Vacation Marketing* and *International Journal of Retail and Distribution Management*.

Roman Egger (Ph.D.) is a Professor and Divisional Director of eTourism at the Department of Innovation and Management in Tourism at the Salzburg University of Applied Sciences. He serves as an Advisor to a number of national and international projects that relate to Information Technologies in Tourism and is a Consultant for eTourism development activities. He has written and co-edited 15 books, published a number of articles in books and journals and is a Co-Editor of the scientific Journal *Zeitschrift für Tourismuswissenschaft*. He is a member of the International Federation of Information Technology for Travel and Tourism, ÖGAF, DGOF, DGT and AIEST.

Danielle Eiseman (Ph.D.) is the Program Manager and Postdoctoral Researcher for the Cornell Institute for Climate Smart Solutions and the Cornell Centre for Conservation Social Sciences within the College of Agriculture and Life Sciences at Cornell University. Danielle has five years of experience working in media,

advertising and public engagement, with a focus on messaging on sustainable and pro-environmental behaviours. She has developed coordinated messaging campaigns in Scotland, developed educational and promotional materials for the Scottish Government Climate Change Behavioral Research Group and organised community debates on climate-related issues, such as reducing city speed limits to reduce carbon emissions. Her Ph.D. is in Marketing from Heriot Watt University (Edinburgh, Scotland). Danielle also holds a master's in Carbon Management from the University of Edinburgh, a master's in Marketing and Economics from DePaul University and a bachelor's in Chemistry from Miami University. Her research interests include climate change messaging with food, farmer engagement with sustainable agriculture, pro-social consumption and status and digital methods in consumer research.

Martina G. Gallarza (Ph.D.) is Associate Professor at Marketing Department of Universidad de Valencia, Spain. She teaches in several international masters in Europe. Previously, she taught at Universidad Católica de Valencia (1997–2008), where she was Dean of the Business Faculty. Her research interests include consumer behavior and services marketing and she has authored more than 40 articles in *Journal of Services Management*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Consumer Behavior*, *Journal of Services Marketing*, *International Journal of Hospitality Management*, among others, and has presented more than 70 papers in conferences. Gallarza served as Guest Scholar for short periods at Columbia University (New York City, USA), ESCP (France) and Sassari University (Sardinia, Italia); and she is member of recognised organisations as the American Marketing Association, Asociación Española de Marketing and Association Française de Marketing.

Marta Massi (Ph.D.) is an Assistant Professor of Marketing at Università Cattolica del Sacro Cuore (Italy). Her research interests include country of origin effects, tourism and arts and culture marketing. Her work has been published both in Italian and international journals such as *Economia della Cultura*, *Journal of Consumer Affairs* and *International Journal of Technology Management*.

Antonella Monda is a Ph.D. Candidate at the Department of Business Science—Management and Innovation Systems at University of Salerno, Italy. Her research interest focuses on public management, marketing, contemporary service theories, such as service-dominant logic, service ecosystems view and service science, research methodology, destination management and innovation. Monda has a master's degree in Corporate and Public Communication from University of Salerno, Italy. Her current research explores the role of goal ambiguity in public organisation.

Larissa Neuburger is currently a Ph.D. Candidate in the Department of Tourism, Recreation, and Sport Management and a Graduate Research Assistant within the Eric Friedheim Tourism Institute at the University of Florida. Larissa received her bachelor's degree in Innovation and Management in Tourism in 2013 while working as a Marketing Assistant for a destination management organisation and the hospitality industry in Austria. After receiving her master's degree

in both Business Management and Innovation and Management in Tourism at Salzburg University of Applied Sciences, Larissa worked in Vienna as a Marketing Manager for a publishing company before she started pursuing her Ph.D. with Prof. Daniel Fesenmaier at the University of Florida in August 2017. Her research interests focus on e-tourism, applications of new technologies such as augmented and virtual reality in tourism, tourism experiences, emotion mapping and smart tourism design.

Paolo Piciocchi (Ph.D.) is Associate Professor of Business Management at the Political, Social and Media Science Department, University of Salerno where he has been Chancellor Placement Delegate and Chair of 'Economics, Organization and Business Management', 'Economics and Business Systems Management' and 'Economics and Public Management'. He is an Italian International Society of Service Innovation Professionals Ambassador and author of several works, including articles, papers, books and international conference proceedings. His fields of research comprise communication crisis management, innovation and creativity in complex systems (manufacturing and cultural districts) and the viable systems approach. He is now applying the viable systems approach framework to public and private sector organisations. His main area of interest is linked to the studies of service systems, local tourism system, destination brand communication and creativity in cultural districts.

Maria Cristina Pietronudo is Ph.D. Candidate in Management at University Federico II, (Naples, Italy). She carries out research for the Department of Management and Quantitative Studies, University of Naples 'Parthenope' (Naples, Italy). Her main research areas are marketing and management studies, smart service system, smart consumer and luxury brand.

Rauno Rusko holds a Ph.D. in Management and a Lic.Soc.Sc. in Economics. He is a Lecturer of Management in the University of Lapland. He is specialised in for example, industrial organisation emphasising the branches of tourism, forest industry and ICT. Especially all kinds of cooperation perspectives, including coopetition, cooperation between consumers, cooperation between consumers and companies are in his research focus. His works have been published in the *Forest Policy and Economics*, the *International Journal of Business Environment*, *International Journal of Tourism Research*, *European Management Journal*, *Industrial Marketing Management*, *International Journal of Techno-entrepreneurship*, *Technology Analysis & Strategic Management* and *International Journal of Innovation in the Digital Economy*, among others.

María Dolores Sanchez-Fernandez (Ph.D. in Competitiveness, Innovation and Development) is a Lecturer at the University of A Coruña (Spain), Faculty of Economics and Business, Department of Business, Business Organization area. She is also part of the GREFIN (University of A Coruña) and GEIDETUR (University of Huelva) (Spain) research groups and Associate Researcher at the Centre of CICS.NOVA.Uminho and Lab2PT research at the University of Minho (Portugal), GEEMAT (Brazil) and REDOR and RENUPEG (Mexico). She has been the author and co-author of several articles published in indexed

journals. She has participated in over 180 communications in national and international conferences and is a member of the scientific committee. She reviews international scientific magazines in Spain, United States, México and Brazil. She is Editor-in-Chief of the *International Journal of Professional Business Review*. Her main research topics are corporate social responsibility, entrepreneur, quality, tourism, the hotel industry and human resources.

Massimiliano Vesce (Ph.D.) is an Associate Professor in Business Management at the University of Salerno (Italy). His research interest focuses on entrepreneurship, public management, value co-creation and consumer behaviour in the areas of tourism, technology, innovation and education. His business experience includes management consulting and market research in the agri-food industry in Italy, in destination management and in local development. He has been widely involved in the supervision of master's and Ph.D. dissertations across several research areas.

Preface

The marketing of a destination relies on planning, organisation and the successful execution of strategies and tactics. Therefore, this authoritative book provides students and practitioners with relevant knowledge of tourism planning and destination marketing. The readers of this publication are equipped with a strong pedagogical base as they are presented with conceptual discussions as well as empirical studies on different aspects of the travel and tourism industries.

The readers of this book will acquire a good understanding of the tourism marketing environment, destination branding, distribution channels, e-tourism as well as relevant details on sustainable and responsible tourism practices, among other topics. They will appreciate that the tourism marketers, including destination management organisations (DMOs), are increasingly using innovative tools such as digital media and ubiquitous technologies to engage with prospective visitors. Hence, this book also sheds light on contemporary developments in travel, tourism, hospitality, festivals and events.

Chapter 1 introduces the readers to the tourism concept as it describes the travel facilitators and motivators. It explains several aspects of the tourism product, including visitor accessibility, accommodation, attractions, activities and amenities. It categorises different travel markets such as adventure tourism, business tourism (including meetings, incentives, conferences and events), culinary tourism, cultural (or heritage) tourism, eco-tourism (or sustainable tourism), educational tourism, health (or medical tourism), religious tourism, rural tourism, seaside tourism, sports tourism, urban (or city) tourism, wine tourism, among other niche areas.

Chapter 2 offers a critical review and analysis of relevant literature on the tourism product's experiential perspective. The authors suggest that the customers' experience is affected by cognitive, emotional, relational and sensorial aspects.

Chapter 3 examines Plog's model of venturesomeness. The author provides a thorough review of 26 studies that have adopted this behavioural model. He maintains that this model could be used to identify the travellers' psychographic characteristics as he correlates them with the destinations they visit.

Chapter 4 focuses on the cooptation features of tourism destinations. The author held that (competing) tourism service providers, including destination marketing organisations often cooperate to deliver positive customer experiences. In addition, he explained how seasonality and colocation issues can influence specific features of cooptation and collaborative practices in tourism destinations.

Chapter 5 explored the residents' attitudes towards incoming tourism at Punta del Este, Uruguay. The authors suggest that the respondents were perceiving economic benefits from increased tourism figures. However, the same respondents indicated that they were aware about the sociocultural costs of tourism.

Chapter 6 appraises readers of the notions of sustainable and responsible tourism. It traces the origins of the concept of sustainable development and includes a critical review of key theoretical underpinnings. The author provides relevant examples of the social, environmental and economic impacts of tourism in vulnerable or sensitive climates.

Chapter 7 investigates the foreign tourists' experiences of Japan's Tateyama and Hirakawa rural areas. The author suggests that the tourists' experience of rural tourism has led them to appreciate the Japanese culture.

Chapter 8 sheds light on the eco-tourism concept. Following a thorough literature review, the authors imply that the service providers ought to identify their visitors' motivation for eco-tourism destinations.

Chapter 9 clarifies how emerging technologies, including augmented reality (AR) and virtual reality (VR) are being used in the travel and tourism industries. The authors introduce the readers to the term, 'phygital' as they argue that the tourists are seeking physical and virtual experiences. They suggest that AR and VR have the power to blend together the individuals' perception of real and virtual spaces.

Chapter 10 explains the importance of organising events for destination marketing. The authors suggest that festivals and events can create a positive image of a destination. The destinations' ongoing activities may lead to economic benefits to tourism operators as well as to the community at large.

Chapter 11 posits that the destinations marketers ought to formulate their strategies prior to the planning and organising of events. The author contends that the effective management of events relies on stakeholder engagement, attracting sponsorships and the use of interactive media.

Chapter 12 describes Smart Tourism Local Service Systems (S-TLSS) that are intended to facilitate the engagement among various stakeholders. The authors suggest that S-TLSS supports the tourism planning and destination marketing in Caserta, Italy.

In sum, this authoritative publication is written in an engaging style to incite the curiosity of its readers. It presents all the theory and the empirical studies in a simple and straightforward manner. This book reports on the global tourism marketing environments that comprise a wide array of economic, sociocultural and environmental issues. It explains how ongoing advances in technology are bringing interesting developments in the tourism industry and its marketing mix.

This book was written by academics for other scholars, researchers, advanced undergraduate and postgraduate students; as it provides a thorough literature review on different tourism topics, including destination marketing and branding, sustainable and responsible tourism, tourism technologies, digital marketing, travel distribution and more. It is also relevant to the industry practitioners, including consultants, senior executives and managers who work for DMOs, tourism offices, hotels, inbound/outbound tour operators and travel agents, among others.