

Diverse developments in travel and tourism marketing: a thematic approach

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Reviews developments in travel and tourism marketing as reflected by articles published in the *Journal of Travel and Tourism Marketing* over a four-year period from the journal's inception in 1992-1995. Identifies five main themes (economic psychology, market segmentation and travel patterns, strategic marketing, technological advances and travel and tourism communications) and related subthemes that portray a pattern of diverse research and development relating to the practice of travel and tourism marketing.

Introduction

The purpose of this review is to identify recent developments of travel and tourism marketing that have been published in the *Journal of Travel and Tourism Marketing* from 1992 to 1995. This publishes articles of interest to both academics and practitioners. The articles focus on travel and tourism as related to marketing management practices, applied research studies, critical reviews on major issues, and business and government policies affecting travel and tourism marketing.

The review takes a thematic approach to present trends and highlights key threads, in table format, reflecting developments of travel and tourism marketing in:

- 1 economic psychology;
- 2 market segmentation and travel patterns;
- 3 strategic marketing;
- 4 technological advances; and
- 5 travel/tourism communications.

Theme 1: economic psychology of travel and tourism

A large number of articles reviewed involve studies in the economic psychology as described by Raaij and Crotts[1]. As shown in Table I, the first theme focuses on this issue in travel and tourism with emphases in three areas:

- 1 consumer behaviour;
- 2 choice modelling and decision-making; and
- 3 service quality and satisfaction.

Raaij and Crotts argue that economic psychology is emerging as a promising area of travel and tourism research and they overview the theoretical background and developments of economic psychology that are relevant to travel and tourism. Economic psychology is an interdisciplinary study that underlies the consumption of products, services, and other economic behaviours. In Raaij and Crotts's article, they discuss a variety of economic-psychological applications in tourism including product perception, consumer behaviour, consumer decision making,

household production, advertising effects, business behaviour, tax behaviour, and consumer satisfaction. They also develop a theoretical framework for understanding the function and processing of information in vacation decision making. Following the same thread, van Rekom[2] elaborates that the motives of tourists are deeply rooted in their pattern of expectations, goals, and psychologically added values. He uses laddering technique to investigate this pattern and provided a basis for positioning strategies.

Dimanche and Havitz[3] state that consumer behaviour research constitutes a cornerstone of marketing strategy and practice. They examine the current literature related to four prevalent topical areas associated with consumer behaviour in recreational and touristic contexts: ego involvement, loyalty and commitment, family decision making, and novelty seeking. In order to understand consumer behaviour in tourism better, a number of choice models have been developed or used to examine tourist decisions. Examples are the "value stretch model" by Mansfeld[4]; the LOGIT model of qualitative choice by Costa and Manente[5]; the analytic hierarchy process (AHP) method with multiattribute decision model (MDM) by Tsaur and Tzeng[6]; the AHP method with LOCAT model by Moutinho and Curry[7]; a customized Multinomial Logit (MNL) model by Hume *et al.*[8].

Decision making, another area under this main theme, also draws significant attention from researchers. Seaton and Tagg[9] explore family vacation behaviour in Belgium, France, Italy and the UK and examines the perceived roles of children in vacation decision making and the relationship between these roles and vacation satisfactions. Gitelson and Kerstetter[10] study the extent to which friends and/or relatives influence the travel decision-making process beyond the role of information provider. Their results indicated that friends and/or relatives shape behaviour in a more direct fashion than previously documented. Stewart and Stynes[11] note that many common assumptions employed in decision modelling are violated in more complex, long-range choices, which are common in tourism. They propose a

dynamic model of complex choice to study tourism decision making behaviour. Madrigal[12] examines family members' perceptions in vacation decision making. The results generally support the view that most vacation decision making between spouses is syncratic and that children's perceived influence was found to be positively related to their age and parents' years of education.

Service quality and satisfaction issues also receive some attention. Ostrowski *et al.*[13] examines issues related to service quality in the commercial airline industry. They found that current levels of service quality are low resulting in low levels of customer loyalty and that significant differences exist between business and leisure travellers' perceptions of

Table I
Economic psychology of travel and tourism

Authors	Focus	Sub-theme
Raaij and Crotts[1]	Theoretical background and applications of economic psychology in travel and tourism; framework information processing in vacation decision making	Economic behaviour; economic psychology in general
van Rekom[2]	Investigates tourists pattern of expectations, goals and psychological added values	Laddering technique
Dimanche and Havitz[3]	Examines four prevalent areas associated with consumer behaviour in recreational and touristic contexts	Ego involvement, loyalty and commitment, family decision making, and novelty seeking
Mansfeld[4]	Uses "value stretch" model to expose the destination-choice behaviour of tourists	North-West London Jewish community
Costa and Manente[5]	Uses LOGIT model to investigate the main characteristics of the visitors and delineate marketing policies	Marketing historic centres
Tsaur and Tzeng[6]	Perception of hotel attributes that affect the selection of tourist hotels	Analytic hierarchy process (AHP) method; multiattribute decision making (MDM analysis); service quality
Moutinho and Curry[7]	Site location analysis and selection in tourism using spreadsheet (LOCAT) models and the analytic hierarchy process (AHP)	Rule based expert systems
Hume <i>et al.</i> [8]	Models transport choice behaviour as a function of respondents' perceptions of travel mode attributes using a multinomial logit model	Travel mode between Perth and Sydney or Melbourne, Australia
Seaton and Tagg[9]	Examines the perceived roles of children in vacation decision making and the relationship between these roles and vacation satisfactions	Reviews the literature on family roles in consumer decision-making and vacation choice/experience
Gitelson and Kerstetter[10]	Determines the extent to which friends and/or relatives influence the travel decision-making process beyond the role of information provider	Non-locals visiting three historic site in Pennsylvania, USA
Stewart and Stynes[11]	Uses verbal protocol methods to propose a dynamic model of complex choice of the seasonal home location decision	Reviews decision making research
Madrigal[12]	Examines spouses' perceptions of the relative influence exerted by family members across eight vacation subdecisions	Predicting parents' perceptions of children's influence in vacation decision making
Ostrowski <i>et al.</i> [13]	Examines issues related to service quality in the commercial airline industry	Business and leisure travellers' perceptions of service quality
Luk <i>et al.</i> [14]	Investigates tourists' expectations on the quality of organized tour service and the influences of cultural values on quality expectations	Use of cultural values in segmenting the international tourism market
Laws and Ryan[15]	Uses the diary method to generate insights into the nature of the service delivery	Satisfaction/dissatisfaction with the flight service

service quality and between travellers on different airlines. Luk *et al.*[14] examine tourists' expectations on the quality of organized tour service and the influences of cultural values on quality expectations. Their cross-cultural investigation explores the use of cultural values in segmenting the international tourism market. The results indicate that sociability is more likely to affect tourists' expectations than other value factors. Laws and Ryan[15] illustrate the use of the diary method by the participant observers and argue that this method generates insights into the nature of the service delivery and supports the concept of satisfaction as a "consumerist gap" between anticipation and service delivery.

Theme 2: market segmentation and travel patterns

One of the most important and challenging issues affecting travel and tourism marketing is to understand where the tourists come from and what are their travel patterns. The second main theme highlights recent developments in these two areas: market segmentation and travel patterns (Table II).

For market segmentation, new methodologies have been developed to increase the segmentation accuracy. Thus, marketers are able to approach travellers with effective marketing strategies. Johar and Sirgy[16] introduce an analytic technique, segment congruence analysis, to help the travel/tourism marketer determine the actionability of viable or potential tourist segments. The analysis shows that benefit segmentation is more predictive of tourists' choice than psychographic segmentation. Mazanec[17] develops a neural network model to classify tourists. He uses a set of input variables (descriptors such as demographic, socioeconomic, or behavioural attributes) to train the model and output segment membership. He argues that neural nets may surpass discriminant analysis in determining the correct segment affiliation. Dimanche *et al.*[18] demonstrate the potential usefulness of the involvement profile scale to segment tourists on the basis of their involvement profiles with touristic activities. Other developments using more traditional segmentation approaches are the application of multivariate techniques conducted by Weaver *et al.*[19] to position hotels within the business travel market.

It is also evident in the studies by Conlin[20] and Davis *et al.*[21] that segmentation strategy has become increasingly

important for successful marketing planning in the tourism industry. That is, segmentation helps effective control of how advertising dollars can be allocated to maximize positive impacts to the economic base. This concept applies to regional as well as to national travel markets as seen in the articles of Lang *et al.*[22] and Oppermann[23].

Travel patterns are broad areas for travel research ranging from outbound/inbound travel to the issues of travel expenditures and uses of travel information. Wang and Sheldon[24] discuss China's outbound travel. Cai *et al.*[25] study consumers' expenditure patterns for tourism products. Roehl and Fesenmaier[26] model the influence of information obtained at state welcome centres on visitor expenditures in Indiana. The results from these studies bear marketing and managerial implications for improving travel operations and increasing economic benefits. The family life cycle (FLC) has received research attention in recent years in travel marketing. Oppermann[27] discusses various aspects of travel patterns with respect to the FLC and Bojanic[28] determines the vacation attributes preferred by residents (segmented by FLC) of the USA when they engage in overseas travel.

Some industry-specific travel patterns are found in this review. Rutherford and Kreck[31] explore the extent to which different groups of convention attendees add tourism or recreation activities to the convention experience and the amount of money they spend on such activities. Sheldon[32] examines the phenomenon of incentive travel and gives insight into its use by major US corporations. His results show that corporations with a strong national or international presence, and those having a large in-house corporate travel department, are more likely to use incentive travel.

Other travel patterns involved in international tourism are also found. Crouch[33] investigates the pattern of international travel and tourism demand influenced by promotional activities. The results suggest a stronger link between promotion and demand in international tourism than has been previously studied. Covington *et al.*[34] studied the role of income in determining international tourism demand for the USA as a travel destination. Empirical findings indicate that tourism demand is responsive to the cost of travelling but that income plays a greater role in tourism demand. The results also indicate that, with respect to income, tourism demand is increasing but at a decreasing rate.

Table II
Market segmentation and travel patterns

Authors	Focus	Sub-theme
Johar and Sirgy[16]	Demonstrate that the benefits segments in the choice of Maine as a tourism destination are the most actionable segments, compared to psychographic and life-style segments	Uses segment congruence analysis
Mazanec[17]	Market segments in travel and tourism using neural network model	Cluster and discriminant analyses
Dimanche et al.[18]	Demonstrate the potential usefulness of the involvement profile scale to segment tourists based on their involvement profiles with touristic activities	Cluster analysis
Weaver et al.[19]	Identifies segments within the business travel market based on criteria business travellers use to choose their hotels	Factor analysis
Conlin[20]	Discusses the historical development and effect of national tourism strategy and policies for Bermuda	A single segment tourism destination
Davis et al.[21]	Develops four tourist segments using tourist attracting attributes	Economic growth and promotional strategies
Lang et al.[22]	Segments the Japanese female travel market	Cluster analysis
Oppermann[23]	Uses a regionally differentiated approach in national tourism marketing and forecasting	Balances tourism flows
Wang and Sheldon[24]	Examines the determinants, trends and characteristics of China's outbound travel	Business travel
Cai et al.[25]	Examines leisure travel expenditure patterns of households	Segmentation strategies
Roehl and Fesenmaier[26]	Models the influence of information obtained at state welcome centres on visitor expenditures in Indiana	
Bojanic[27]	Determines the vacation attributes preferred by US residents in overseas travel pattern	Modernized family life cycle (FLC)
Opperman[28]	Proposes a modernized family life cycle (FLC) which reduces the number of non-classifiable cases	Discusses various aspects of travel patterns with respect to FLC
Menguc[29]	An empirical study on major attributes of residents living in Istanbul, Turkey when purchasing a domestic tour	The role a travel agency plays in vacation planning
Ross[30]	Examines motivational responses of 400 backpacker visitors to the Wet Tropics region of Northern Australia	Levels of Maslow's hierarchy of needs
Rutherford and Kreck[31]	Explores the extent to which different groups of convention attendees add tourism or recreation activities to the convention experience	Tourism spending patterns
Sheldon[32]	Examines the phenomenon of incentive travel and gives insight into its use by major US corporations	Characteristics of incentive travel
Crouch[33]	Investigates marketing expenditure elasticities of demand to provide stronger evidence of the link between promotion and demand in international tourism	The pattern of international travel and tourism demand
Covington et al.[34]	Investigates the role of income in determining international tourism demand for the US as a travel destination	Tourism demand estimation

Theme 3: strategic marketing

It is apparent that a successful travel and tourism operation must not only understand who the customers are and how they behave but also know what the products/services are and how to market them. The third main theme, as presented in Table III, is strategic marketing that consists of the following key developments:

- travel packaging;
- promotion, advertising, and imaging;
- distribution channel and strategic alliances.

Hooper[35] explains travel packaging as a marketing tool in the form of price bundling. Particular emphasis is placed on the impact of packaging on consumer decision making. The developed framework is used to analyse conflicting claims about the future for the fully-inclusive tour.

In most hospitality operations, intangibility is a barrier to the formation of positive customer perceptions. Several innovative advertising techniques have been suggested by scholars and practitioners to overcome the impact of intangibility on potential guests' learning processes, including tangibilizing

the advertising message, enhancing the level of information vividness, and adopting the reliability theme and so on[36]. In the hotel sector, Luk *et al.*[36] attempt to investigate the features of advertising strategies commonly employed by hotel marketers and to provide substantial evidence to test the awareness of the implications of generic service characteristics for effective advertising of hotel service. In the travel industry, Uysal *et al.*[37] suggest that the creative use of marketing research is essential for the tourist business to grow and survive. They develop a Markov model to analyse trip switching and predicting market share for a given trip type. The resulting information can be used to target advertising campaigns. Gartner[38] argues that understanding the different techniques utilized to form destination images is necessary to developing an image consistent with what a destination has to offer. He presents a typology of the different image formation agents, describes the process of touristic image formation and provides recommendations for selecting the appropriate image formation mix.

Other aspects relating to the advertising and promotion are measurement of the advertising effectiveness, the media selection, and

Table III
Strategic marketing

Authors	Focus	Sub-theme
Hooper[35]	Emphasizes the impact of travel packaging on consumer decision making	Price bundling as a marketing strategy
Luk <i>et al.</i> [36]	Investigates the features of advertising strategies commonly employed by hotel marketers	Generic service characteristics for effective advertising of hotel service
Uysal <i>et al.</i> [37]	Developing a Markov model to analyse trip switching and predicting market share for a given trip type	Advertising campaigns
Gartner[38]	Develops a theoretical basis for the touristic image formation process	Selecting the appropriate image formation mix
Schoenbachler <i>et al.</i> [39]	Examines the use of the split-run assessment technique in state tourism advertising research	Advertising effectiveness
Snepenger and Snepenger[40]	Examines media selection practices by tourism businesses competing in Alaska	Market structure analysis
Wicks and Schuett[41]	Examines how regional travellers request and use the travel brochures	Travel propensity and expenditures
Duke and Persia[42]	Discusses differences of customers within the channel of distribution in the escorted tour	Escorted tour as a market segment
Selin[43]	Provides a framework for understanding the trend towards co-operative marketing strategies in tourism	Collaborative alliances as a management strategy
McKercher[44]	Proposes a new qualitative strategic market portfolio analysis model destination-market matrix (DMM) for the tourism industry; NEST analysis	

the use of travel brochures. Schoenbachler *et al.*[39] examine the use of the split-run assessment technique in state tourism advertising research and use this technique to evaluate state advertising effectiveness. Snepenger and Snepenger[40] examine media selection practices by tourism businesses competing in Alaska. Media use decisions focus on the choice of television, national magazines, radio, newspapers, outdoor advertising, and a regional travel magazine. Media mix decisions explore what combinations of these six media firms are utilized. Wicks and Schuett[41] examine how regional travellers request and use this material, specifically focusing on the relationships between brochure use and propensity to travel and travel expenditures. Their results suggest that, in general, brochure requests are marginally related to high conversions.

Research regarding distribution channels and strategic alliances has increased in recent years. Duke and Persia[42] study attributes important to escorted tour participants to explore the differences between clients of tour operators and clients of travel agents. They found that customers purchasing directly from operators valued experience with the tour company and personal recommendations. Agency clients valued booking through agents along with information from guidebooks and tourist bureau. Differences are discussed in terms of different segments of customers within the channel of distribution. Selin[43] provides a framework for understanding this trend towards collaborative action. Constraints to collaboration are identified as well as societal forces prompting collaborative responses from tourism stakeholders. He claims that rapid economic, social, and political changes are providing powerful incentives for tourism interests to recognize their interdependences and to engage in joint decision-making.

A final aspect of the strategic marketing sub-theme relates to McKercher's research[44].

He proposes a new qualitative strategic market portfolio analysis model for the tourism industry that depicts the complex interrelationship between a destination and the many markets it serves. His destination-market matrix (DMM) is a descriptive 2 × 2 matrix that depicts six key market factors in a conceptually simple, yet highly descriptive manner. He argues that tourism's needs are best suited by adopting a market focus. By analyzing the contents of the matrix, called a NEST analysis, powerful insights can be gained into the current health of a destination area and its future strategic marketing needs.

Theme 4: technological advances

Table IV describes the recent development in technological advances of travel and tourism marketing. Four articles selected from the literature review represent the emerging facets of these technological developments.

Go and Williams[45] highlight the channel system in tourism in the light of the impact of recent developments in technology. The changes in the tourism channel system are discussed in terms of demand and supply and how information technology is affecting the marketing distribution channel for tourism producers. The focus of this analysis relates to the pooling of individual energies through, and the promotion of co-operation in, supplier marketing efforts with compatible partners, so that supplier output is more available and accessible to target markets. Co-operation through networking in the tourism channel system provides the key to gaining a competitive edge in the tourism industry[45]. Kingsley and Fesenmaier[46] study a new channel for disseminating travel information, the multimedia kiosk, and presents an overview of the technology underlying multimedia kiosks used in the tourism industry. Multimedia travel information kiosks have been placed in a number of locations

Table IV
Technological advances

Authors	Focus	Sub-theme
Go and Williams[45]	Highlights the marketing distribution channel system in tourism	Information technology
Kingsley and Fesenmaier[46]	Overviews the technology underlying multimedia kiosks used in the tourism industry	Analyses and categorizes travel information systems
Deng and Ryan[47]	Describes the current and intended future use of computer reservations systems (CRS) by Canadian travel agents	CRS as a marketing tool
Robinson and Keamey[48]	Examines the development and role of database marketing (DBM) in the airlines	DBM in the travel industry in general

including in hotel lobbies, at tourist attractions and state welcome centres. Their uses range from educational and training tools to information directories and point-of-sale systems. For the tourism industry, multimedia kiosks are alternatives to traditional travel literature and brochures. They can efficiently and effectively organize and present large amounts of information, promote travel destinations, and perform various tasks (e.g., dispense travel coupons, make reservations, record transactions, etc.). Deng and Ryan[47] describe the current and intended future use of computer reservations systems by Canadian travel agents. They argue that there is an increasing awareness of how these systems might be used for both administrative and management functions within the travel agency, and as a marketing tool for “customizing” travel arrangements to meet individual needs. The type of use being made of these systems seems unrelated to size of the agency, or the numbers of years they have been trading[47].

Finally, much potential is attributed to the use of database marketing. Robinson and Keamey[48] examine the development and role of database marketing in the travel industry in general and in the airlines in particular. The airline industry has effectively merged its information with that from

other travel services to serve consumers better and to increase marketing efficiency. Computer reservation systems (CRS), frequent flyer programmes (FFP), and yield management (YM) are integrated through database marketing to gain competitive advantage in the marketplace[48].

Theme 5: travel/tourism communications

The last main theme is marketing communications in travel and tourism. This topic includes many sub-themes. They are shown in Table V and primarily categorized in three areas:

- 1 communication channels;
- 2 communication effectiveness; and
- 3 information acquisition and search.

According to Reid and Reid[49], three marketing communication elements are critical in building and retaining repeat visitors: external, internal and word-of-mouth messages. Their article provides a conceptual model that links these communications elements to the phenomenon of repeat travel purchase behaviour. They emphasize the importance of repeat customers to tourism services and explore why and how each type of marketing communication has an impact

Table V
Travel/tourism communications

Authors	Focus	Sub-theme
Reid and Reid[49]	Provides a conceptual model that links three marketing communication elements: external, internal and word-of-mouth messages to the phenomenon of repeat travel purchase behaviour	Building and retaining repeat visitors
Hsieh and O’Leary[50]	Uses cluster analysis to identify UK long haul pleasure travellers by four groups of communication channels: word-of-mouth, brochures/pamphlets, travel agents, and combination packages	Market segmentation
Noe <i>et al.</i> [51]	Examines the communication effectiveness of environmental messages in relation to demographic, trip characteristics and possible management actions	Tourism behaviour in a natural recreation area
Fesenmaier and Vogt[52]	Identifies information sources most often used and the level of helpfulness of each information source for planning trips	Evaluates alternative marketing communication strategies simulation analyses
Goossens[53]	Examines the tourist’s external information search process in tour brochures for vacation planning	Advertising effect; consumer behaviour
Vogt <i>et al.</i> [54]	Examines pre-trip information acquisition for short Midwest trips	Functional and aesthetic information needs in tourism consumption
Andereck and Caldwell[55]	Determines the relationship between the characteristics of visitors to an attraction and information source importance ratings	Demographic and trip characteristics

on these visitors. Hsieh and O'Leary[50] examine communication channels as a segmentation base to understand what kind of information sources travellers use, and whether potential travellers in different groups vary in terms of sociodemographics, travel characteristics, media habits, and psychographic behaviour. Using cluster analysis, four groups of communication channels are identified for UK long haul pleasure travellers: word-of-mouth, brochures/pamphlets, travel agents, and combination packages. Their results show that this segmentation is viable and that implications exist for promotional strategies, distribution channels, and market positioning.

Noe *et al.*[51] investigate the effectiveness of environmental messages in relation to demographic, trip characteristics and possible management actions. Three environmental messages were designed to encourage positive behaviour and reduce environmentally destructive behaviour in a natural recreation area. Their research revealed that communication effectiveness can be enhanced by manipulating various symbols in messages. They found that communication effectiveness is also dependent on demographic and trip characteristics as well as environmental orientations of users.

Research in travel and tourism has identified the information sources used most often by travellers to develop more efficient communications with potential tourists. Fesenmaier and Vogt[52] investigate the extent to which travellers actually use various information sources for planning Midwest vacations. The demographic analyses indicate that segments exist which derive greater utility from particular travel information sources. Goossens[53] examines the tourist's external information search process for vacation planning in a field experiment. The results indicate that tour brochures with experiential texts, and a reader's instruction to activate imagery, did not cause more external search than brochures without such information. Vogt *et al.*[54] examine functional and aesthetic information needs in a tourism consumption context, specifically pre-trip information acquisition for short Midwest trips. Destination selection information needs are shown to be at the core of information acquisition with product knowledge, aesthetic imagery and planning efficiency needs at the "periphery". Information sources about a product or service potentially affect a tourist's purchase decision. Andereck and Caldwell[55] determine the

relationship between the characteristics of visitors to an attraction and information source importance ratings. They conclude that word-of-mouth information is rated most important, followed by past experience and other media sources.

Concluding observations

Jurowski and Olsen[56] use content analysis to identify patterns of activity that exist in the context of the general environment of the tourism industry and possible trends emanating from this environment that are likely to shape the structure of the industry over the next ten years. The major trends identified and explored are: changing consumer preferences; smaller scale tourist attractions appealing to more niche oriented segments, greater local involvement in tourism development decisions; more precise targeting and aggressive marketing; greater use of technology in marketing and servicing tourists; increased alliances especially among small firms; greater and more aggressive involvement of industry associations; and greater international expansion in the developing world. This review reinforces many of the issues identified by Jurowski and Olsen, and summary observations on the five main themes are given below (and in Table VI).

- Evidence suggests that the economic psychology of travel and tourism will remain the mainstay of research and developmental interests. Travel marketers will continue discovering new methods to model tourists' behaviours and choices more accurately. The decision-making process of travel behaviour seems likely to attract more attention in the future. It is also recognized that the perceived quality of travel products and services directly links to the customer satisfaction/dissatisfaction that ultimately dictates the profitability of tourism organizations.
- As new methods for market segmentation are tested and developed, travel and tourism markets will be segmented more efficiently and marketing practices and strategies will be adopted accordingly (i.e., market targeting or customer retention). On the other hand, research in travel patterns will continue to be diverse at regional, national, and international levels, interacting with studies of market segments. Tourist expenditure patterns and the growth of the tourism economy seem to be major concerns that have implications for tourism policies.
- The review indicates that advertising-related issues receive more attention in

Table VI

Diverse developments and emerging trends in travel and tourism marketing research – themes, subthemes and observations based on a review of 80 entries (1992-1995) in the *Journal of Travel and Tourism Marketing*

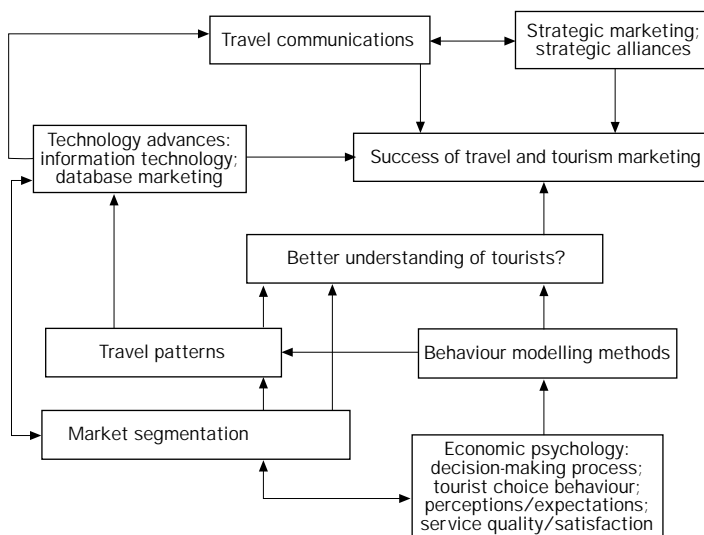
Themes	Subthemes	Observations
Theme 1: economic psychology	Theoretical background and applications of economic psychology; framework information processing in decision making; consumer destination/transportation choice behaviour (including decision making); perceptions/expectations of travel products/services; service quality and consumer satisfaction site location analysis; choice modelling	Evidence suggests that economic psychology of travel and tourism will remain the mainstream of research and developmental interests. Travel marketers will continue discovering new methods to model tourists' behaviours and choices more accurately. The decision-making process of travel behaviour will especially draw more attention in the future. It is also recognized that the perceived quality of travel products and services directly links to the customer satisfaction/dissatisfaction that ultimately dictates the profitability of tourism organizations
Theme 2: market segmentation and travel patterns	New segmentation methodologies; benefit segmentation; involvement profile scale; attribute-based segmentation; travel market identification; tourism forecasting based on market segments; outbound/inbound travel patterns, tourist expenditure patterns; overseas travel pattern; family life cycle (FLC); study of backpacker visitors (customer loyalty); the phenomenon of incentive travel and characteristics of incentive travel; the relations between marketing expenditures and international tourism	As new methods for market segmentation are used and developed, travel and tourism markets will be segmented more efficiently and marketing practices strategies will be implemented more effectively for many purposes (i.e., market targeting or customer retention). On the other hand, research in travel patterns will continue to be diverse at regional, national, and international levels interacting with studies of market segments. Tourist expenditure patterns and the growth of tourism economy seem to be major concerns that have implications for tourism policies
Theme 3: strategic marketing	The impact of travel packaging on consumer decision making; advertising and promotion strategies; developing a Markov model to analyse trip switching and predicting market share; touristic image formation process; media selection practices; distribution channels; co-operative marketing strategies in tourism; a new qualitative strategic market portfolio analysis model – destination-market matrix (DMM)	The literature review indicates that advertising-related issues receive more attention in research. The travel packaging and pricing bundling require further investigations for strategic marketing uses. DMM is a promising and useful tool to understand the structure of travel industry. Strategic alliances among travel suppliers are encouraged to utilize various distribution channels for marketing and managerial purposes
Theme 4: technological advances	Marketing distribution channel system; information technology; technology underlying multimedia kiosks; the current and future use of computer reservations systems (CRS); database marketing (DBM) in the travel industry	The technological innovations continue to be very important for travel operations to gain competitive advantages over their competitors. Information technology is the key to success for today and to survive for tomorrow. Database marketing becomes a reality of marketing practices. Advanced data-mining techniques (i.e., neural nets) will add more powerful tools in travel and tourism marketing
Theme 5: travel/tourism communications	Marketing communication channels (word-of-mouth, etc.); Building and retaining repeat visitors; measurement of communication effectiveness; the use, search, acquisition, and identification of travel information sources; relationship between the tourist characteristics and information source importance ratings	Because travel products and services have the generic characteristic of intangibility, how to use appropriate communication channels to overcome the barrier becomes a focal point of research. Recent literature shows that the main research interest is in travel information sources to improve tourist communications with travel operators. A few attempts have been made to increase research scope (e.g. measuring communication effectiveness and marketing communication channels). More studies are needed to advance the understanding of communication mechanism for systematic and strategic uses

research. The travel packaging and pricing bundling require further investigations for strategic marketing uses. Destination-Market Matrix (DMM) is a promising and useful tool to understand the structure of the travel sector better. Strategic alliances among travel suppliers are encouraged to utilize various distribution channels for marketing and managerial purposes.

- Technological innovations continue to be very important for travel operations in terms of competitive advantages over their competitors. Database marketing has become more widely adopted and advanced data-mining techniques (i.e., neural nets) will add more powerful tools in travel and tourism marketing research.
- Because travel products and services have the generic characteristic of intangibility, the use of appropriate communication channels to overcome this barrier has become a focal point of research. Recent literature highlights a research interest in travel information sources as a means of improving tourist communications with travel operators. A few attempts have made to increase the research scope of research (e.g. measuring communication effectiveness and marketing communication channels). More studies are needed to advance the understanding of communication mechanisms for systematic and strategic uses.

Figure 1 provides a summary of the diverse developments in travel and tourism marketing research.

Figure 1
Diverse developments in travel and tourism marketing



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