
Book Review

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Tourism Marketing in Western Europe

by: Nikolaos Boukas and Dimitrios Stylidis (Editors)

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This book aimed to explore and demonstrate the marketing strategies, used by different Western European nations to develop their range of tourism offers as well as to establish themselves as the global tourist destinations. The book set out to do this by subjecting and comparing emerging marketing approach works in case studies of Western European countries. That being the case, the book was able to refine tourism literature. To achieve its aim, it aimed to shed light upon how tourism marketing has been worked out and evolved in this part of the continent in face of contradictory dynamics including but not limited to competition vs. sustainability, local identity against prevalent globalisation, existing market segments vs. new products, and traditional mass media platforms vs. the digital ones (Boukas and Stylidis, 2021).

The Western European nations have witnessed deep-rooted transformations in the areas ranging from the fields. Consequently, it is also difficult to draw a line the clear categories. According to the United Nations World Tourism Organization (UNWTO, 2020), this region encompasses nine countries: Austria, Belgium, France, Germany, Lichtenstein, Luxembourg, Monaco, The Netherlands, and Switzerland are some of the countries that adhere to this union. However, it is not only the borders that fall out being implicitly broader, but also the numerous economic, cultural, and political distinctions which are among the determining factors to the region.

Hence, this book explores several case studies about Western Europe which will be taken as nations, with emphasis laid on destination marketing. The edited volume is divided into 11 different chapters, and it tackles various marketing issues facing destination in the Western Europe. They cover topics such as the comprehension of tourist behaviour and travel experiences, difficulties to segment tourists, engagement of stakeholders in the marketing of tourist destinations, the production of special tourism products, niche markets, product innovation, the role of destination management organisations (DMOs) and distribution channels, destination images, and the use of social media.

The first book chapter written by Mengyun Hu, Eleonora Pantano, and Nikolaos Stylos began with presentation of conceptual approach emphasising on the Internet of Things (IoT) with service delivery and the way it is consumed. The chapter authors

suggest that deploying IoT has drastic consequences for touristic experience, because it allows better travel in all the stages of trip. These academic findings finally result in advice for both scholars and business practitioners from across different sectors within tourism; destination management, hospitality, transportation, and intermediaries (Hu et al., 2021).

Following this, the second chapter, authored by Ilma Aulia Zaim, delved into a specific market segment: British tourists in age of 18–35 years old. An exploratory study examined ways in which these individuals go about looking for their tourism-related information providers or sources before they make a decision to undertake their journeys. In this respect, primarily the DMOs can benefit from this research, as it addresses such features and quality of information to include in their websites, stressing the importance of the factual nature of the information for Young British Travellers (Zaim, 2021).

The third chapter written by Bernardo Borges and Rui Augusto Costa was reflecting on DMO and marketing concerns of the Centro Portugal Area. This chapter assess the digital marketing strategies employed by the DMOs for the Center of Portugal and the following insights indicate how these strategies could affect the tourists' information search before starting their travelling and their arrival at the destination. The study eventually suggests relevant brands that the DMOs should promote to the tourists of the region through their primary advertising channels (Borges and Costa, 2021).

Chapter 4 discusses the role of participatory planning in shifting the awareness of a destination, namely Centola-Palinuro in Campania region, located in southern Italy written by Francesco Calza, Michele Simoni, Annarita Sorrentino, and Mariapina Trunfio. This discussion is centered on seasonality, high demand of seaside region, etc. which results in low expenditure of tourists in mass-tourism market. This approach, however, can be corrected through participatory planning of local leaders and other stakeholders. Engaging different stakeholders can foster a process of updating the tourism offerings to study the fast changing trends of travelers and to revolutionise as appropriate (Calza et al., 2021).

In addition to that, the fifth chapter authored by Jesús Barreal Pernas and Gil Jannes, focusing on gastronomy and tourism in Spain, specifically examining the international tourist profiles in Spanish wine and olive oil Protected Destinations of Origin. The study delves into regions hosting such PDOs, exploring the distinctions and similarities among the profiles of international tourists who visit them. Concluding the study, the authors propose a classification of four clusters based on the demographic, travel, and motivational characteristics of tourists in the area (Barreal Pernas and Jannes, 2021).

Turning to the sixth chapter, Thomas Bausch explores the case of the Alps, discussing the hybrid nature of tourist destinations from both supply and demand perspectives. Concentrating on the European Alps as a quintessential mountainous destination in Europe, the chapter underscores the Alps' multifaceted nature, spanning various countries of Western Europe and offering a hybrid tourism product across different seasons. The author posits that the region is typified by three forms of destination hybridity: uniform non-hybrid, binary-hybrid, and multiple-hybrid. Concluding the chapter, suggestions are provided for the management and marketing of these diverse types of destinations (Bausch, 2021).

The seventh chapter, authored by Nikolaos Boukas, examines the introduction of new products in traditional mass destinations, with a focus on rural tourism in the Greek mountainous destination of Kalavrita. Despite the significant role of tourism in Greece, attention from tourism marketing has predominantly centered on its islands, leaving

mainland areas largely unexplored, in terms of tourism potential. The chapter suggests that rural tourism could present significant opportunities for mountainous regions and concludes with recommendations for DMOs and destination marketing professionals regarding tourism product development (Boukas, 2021).

Moving on to Chapter 8, Ja Young Choe investigates food neophobia among US tourists and their experiences with local cuisine in France and Italy. This study explores potential variations in levels of food neophobia among tourists based on their socio-demographic profiles and examines the characteristics and behavioural profiles of different food neophobia groups. The chapter provides valuable insights for destinations in France and Italy regarding US tourists' perceptions and experiences with local cuisine (Choe, 2021).

Chapter 9, authored by Elitza Iordanova, delves into the destination image of Linz, Austria, particularly in relation to its Nazi history. The study reveals that efforts by local authorities and destination marketers to distance the city from its dark past have contributed to establishing Linz as a contemporary art and cultural destination for international visitors. However, despite these efforts, Austrian visitors still harbour some level of prejudice regarding the city's heritage. The chapter concludes by highlighting implications for marketers, tourism professionals, and local authorities in destinations with a history of dark events (Iordanova, 2021).

In Chapter 10, Carina Ren and Elizabeth Cooper examine the dynamics of connectivity and user-generated content in the marketing of Greenland, an Arctic nation that is self-governed under the Danish Commonwealth. The study investigates how travelers negotiate their online presence and interact with social media content while visiting Greenland, focusing on the perspectives of professional social media influencers. Concluding the chapter, the study underscores implications for marketing strategies in less-connected European destinations like Greenland, as well as destinations characterised by collaborations between DMOs and social media influencers (Ren and Cooper, 2021).

Towards the end of this book, the chapter number 11 authored by Jordi Arcos-Pumarola and Marta Conill-Tetuà emphasises how social networks are beneficial for the promotion of immaterial cultural heritage and illustrates the Fête de l'Ours festival located in Vallespir region of France. This chapter identifies which elements are mentioned by users – local, visitors, professionals, and official accounts – as they relate to their experience of the festival. It explores how people share their ideas on Instagram about the festival. The study finishes up with strategies for marketers and highlights the role of social media as an instrument to promote intangible heritage (Arcos-Pumarola and Conill-Tetuà, 2021).

In conclusion, the chapters presented in this volume have an impact on the content of literature devoted to the sphere of tourism by analysing the topics concerning marketing aspects and concepts from different countries of Western Europe. This book serves as a primary source of information for tourism students, researchers, and practitioners by inspiring them to work out effective marketing techniques and destination management improvement programs within the Western European region.

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