Table of Contents

Forev	word	V
Peter	r Keller & Christian Laesser	
Intro	oduction	1
Abst	ract	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
Bibli	ography	6

The Practitioner's View

Petra Stolba

Natio	nal Tourism Promotion: Lessons to be Learned and Challenges	
Ahea	d	9
Introd	uction	9
1.	Speech	9
1.1	-	
1.2	Innovation: Determinant of Competitiveness	11
1.3	Aspects of Co-ordination and Control	12

VII



Michel Ferla

The G	rowing Importance of E-Promotion: The Example of Switzerland	
Touris	m	15
Abstrac	ct	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
Bibliog	Bibliography	

Section 1: Promotion

Serena Volo

The E	merging Role of Social Media in Tourism Marketing Promotion	23
Abstra	ct	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
Bibliog	graphy	34

Martinette Kruger & Melville Saayman

Prom	otional Decision-making Time of Visitors at a	
Natio	nal 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
Bibliog	Bibliography	

Barbara Marciszewska & Krzysztof Marciszewski

Pron	noting Tourism Products via 3D Graphic Arts	51
Abstr	act	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
Biblio	ography	67
Onlin	e Source	68

Section 2: Special Interest

David Caliesch & Andreas Liebrich

Organ	nisational Challenges of Using Social Media Marketing: The Case	
of two	o Network Carriers	71
Abstra	act	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
Biblio	Bibliography	
-	Online Source	

Alexar	ndra Jiricka, Veronika Wirth, Boris Salak & Ulrike Pröbstl	
Creat	ing a Powerful Niche Product – Ways to Successful Branding of	
'Ener	gy-Tourism'	85
Abstra	act	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
Biblio	graphy	

Wineas	ster Anderson	
Antede	ecents of Domestic Tourism Demand in Tanzania	107
Abstrac	ct	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
Bibliog	graphy	123

Section 3: Institutional Aspects

Egon Smeral

Public	Financing of Tourism Organisations: A Conceptual Approach	127
Abstrac	ct	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
Bibliog	graphy	136

Andrea Nemes

New Ways for Public-Private Partnerships to Meet Challenges at the				
Destinations in Hungary				
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

Kate	arzyna Klimek, Miriam Scaglione, Roland Schegg & Rafael Matos	
Mar	rketing and Sustainable Tourism in Alpine Destinations	155
Abs	Abstract	
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
Bibl	iography	167
List	of Authors	171