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Marketing Communications in Tourism and Hospitality

Scott McCabe

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The rapidly changing context of the modern tourism and hospitality industry, responding to the needs of increasingly demanding consumers, coupled with the fragmenting nature of the marketing and media environment has led to an increased emphasis on communications strategies.

How can marketing communication strategies meet the changing and challenging demands of modern consumers, and maintain a company’s competitive edge?

Marketing Communications in Tourism and Hospitality: concepts, strategies and cases discusses this vital discipline specifically for the tourism and hospitality industry. Using contemporary case studies such as South African Tourism, Travelocity and Virgin Trains, it explains and critiques the practice and theory in relation to this industry. Combining a critical theoretical overview with a practical guide to techniques and skills, it illustrates the role that communications play in the delivery and representation of hospitality and tourism services, whilst developing practical skills needed to understand, interpret and implement communications strategies within a management context.

This systematic and cohesive text is essential reading for hospitality management students, and an invaluable resource for marketing practitioners in this growing area.

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