## **CONTENTS**

_151	t of figures	$\chi$
isi	t of tables	xii
	t of boxes	xiii
	face	NV
1	Developing a marketing plan for tourism	
	to cities and towns	1
	Marketing and tourism	2
	Desire for authentic cultural experiences	6
	Social media and tourism	9
	Developing a marketing plan	15
2	Building community support for tourism	
-	development	21
	Development of marketing	22
	Economic development and tourism	26
	Stakeholder analysis	30
	Getting started	36
3	Analyzing the city or town as a tourism product	41
	Analyzing the city for tourism potential	42
	Analysis of tourism products and services	46
	Determining the core tourism product	49
	Analyzing the supporting and augmented tourism products	55

## viii Contents

4	Analysis of the internal and external environment	60
	Rationale for environmental scanning	61
	Process of obtaining information	65
	Scanning the economic and technological environments	69
	Scanning the demographic and socio-cultural environments	75
5	Determining marketing strategy using	
	SWOT analysis	80
	Product analysis using SWOT	81
	SWOT and external opportunities and internal strengths	84
	Choosing a strategic focus	88
	The marketing plan goals and objectives	96
6	Researching current and potential visitors	100
	Understanding research basics	101
	Research approaches and methods	105
	Additional research methods	111
	Completing the research process	118
7	Motivating, segmenting, and targeting visitors	122
	Visitor motivation	123
	Purchase decision process	126
	Desire for creative tourism	130
	Segmenting and targeting visitors	136
8	Developing an authentic brand image	142
	Branding tourism products	143
	Brand identity and community involvement	148
	Brand attributes	150
	Brand awareness and social media	158
9	Using social media and content marketing	163
	Forms of social media	164
	Communicating online with visitors	167
	Social media and co-creation of the tourism experience	171
	Social media and the desire for customizable itineraries	177
10	Creating paid, owned, and earned media	183
	Paid versus owned media	184
	Traditional paid media of advertising, sales incentives, and public relations	188

		Contents ix
	Blogging and reviews as promotional tools	193
	Earned media and content marketing	199
11	Promoting to tour groups and meeting planners	203
	Destination marketing organizations and tourism promotion	204
	Personally selling the destination	208
	Tourism trade show promotion	212
	Tourism partnerships	219
12	Implementing and assessing the tourism	
	marketing plan	224
	The marketing budget	225
	Developing timelines	229
	Assessing social media impact	233
	Assessing community support	239
Ind	ex	245