

Contents

List of Figures	ix
List of Tables	xi
Contributors	xv
About the Authors	xix
Preface <i>Metin Kozak and Luisa Andreu</i>	xxv
1. Introduction: Tourism and Hospitality Marketing Research — Update and Suggestions <i>Haemoon Oh, Byeong-Yong Kim and Jee Hye Shin</i>	1
Part I: “IT” Marketing	
Introduction <i>Metin Kozak and Luisa Andreu</i>	31
2. A Historical Development of “IT” in Tourism Marketing <i>Yasar Sari, Metin Kozak and Teoman Duman</i>	33
3. Use of Electronic Documents and Brochures for Sustainable Tourism Marketing <i>Yasar Sari, Ismail Cinar and Dogan Kutukiz</i>	45
4. Online Travel Purchases from Third-Party Travel Web Sites <i>Cihan Cobanoglu, Jonathan H. Powley, Ali Sukru Cetinkaya and Pamela R. Cummings</i>	55
Part II: Destination Marketing and Competitiveness	
Introduction <i>Metin Kozak and Luisa Andreu</i>	73

5.	Destination Marketing: A Framework for Future Research <i>Alan Fyall, Brian Garrod and Cevat Tosun</i>	75
6	A Reclassification of Tourism Industries to Identify the Focal Actors <i>David Ermen and Juergen Gnoth</i>	87
7.	A Comparative Analysis of Competition Models for Tourism Destinations <i>Norbert Vanhove</i>	101
8.	Media Strategies for Improving National Images during Tourism Crises <i>Eli Avraham and Eran Ketter</i>	115

Part III: Market Segmentation

Introduction <i>Metin Kozak and Luisa Andreu</i>	129	
9.	Using the Experientially based Approach to Segment Heritage Site Visitors <i>Avital Biran, Yaniv Poria and Arie Reichel</i>	133
10.	Motivations and Lifestyle: Segmentation Using the Construct A.I.O <i>Ana M. González Fernández, Miguel Cervantes Blanco and Carmen Rodríguez Santos</i>	147
11.	Correlates of Destination Risk Perception and Risk Reduction Strategies <i>Galia Fuchs and Arie Reichel</i>	161
12.	Segmented (Differential or Discriminatory) Pricing and Its Consequences <i>Asli D. A. Tasci, Ali Kemal Gurbuz and William C. Gartner</i>	171

Part IV: Consumer Behavior

Introduction <i>Metin Kozak and Luisa Andreu</i>	187	
13.	Seeking to Escape: Sights over Approach-Avoidance Dialectics <i>Carlos Peixeira Marques</i>	191
14.	Cultural Approximation and Tourist Satisfaction <i>Muammer Tuna</i>	207
15.	The Role of Non-Monetary Costs in a Model of Leisure Travel Value <i>Teoman Duman, Goknil Nur Kocak and Ozkan Tutuncu</i>	221
16.	Studying Visitor Loyalty to Rural Tourist Destinations <i>Elisabeth Kastenholz, Maria João Carneiro and Celeste Eusébio</i>	239

17. Waiting Time Effects on the Leisure Experience and Visitor Emotions <i>Juergen Gnoth, J. Enrique Bigné and Luisa Andreu</i>	255
18. Effects of Price Promotions on Consumer Loyalty towards Travel Agencies <i>S. Campo Martínez and M. J. Yagüe Guillén</i>	269
Author Index	281
Subject Index	291