Preface

In this difficult world where radical paradoxes emerged, marketing may serve as a social instrument to improve the life of peoples (Korstanje, 2015). Though violence is enrooted in human nature, late-capitalism seems to accelerate some of the long-simmering material asymmetries resulted from industrialism. To the already existent risks as natural disasters, terrorism and virus outbreaks, financial crisis whipped the world after 2008, posed capitalized economies into a more difficult dilemma. Tourism not only revitalizes local economies, if it is duly regulated, but also may very well reduce inter-cultural conflicts. Under other contexts, some unplanned government intervention of economy causes serious glitches which undermine the trust of market (Nedelea, 2010). Through during years, sociology and anthropology exerted a radical criticism on marketing and management, supposedly because they were conducive to financial elite, less attention was given to the role played by social-marketing by buttressing the autonomy of communities. In so doing, the financial independency given by cultural tourism is an unquestionable reality (even when some collateral damages arise). From their cabinets, it is easier for sociologists to criticize the theory of development, but fieldworkers have another viewpoint. It is safe to say marketing experts are similar to fieldworkers, they are not scientists. In a world that hurts us, their scope is action.

One of the paradoxes of rational planning in marketing and tourism issues rest on the fact not only results are not desired, but also obscure more than they clarify. Collateral damages of bad marketing campaigns can be reduced if policy-makers are permeable to local feedback. This is the reason behind the needs of adopting strategy into marketing programs in tourism and hospitality fields. With the advance of financial crisis hit in US 2008, many developed and underdeveloped economies enter in recession. Tourism may be an option but crisis often triggers a state of extreme competition or war-fare among products, rates and organizations in the world of allegories, which means in a realm of signs and discourses. People not only are seduced by those products that wake up emotional arousals, but this struggle should be followed by the strict code of ethics. Unless used by undignified goals, tourism marketing offers a fertile ground to boost local production and the economic conditions that ensure a fairer wealth distribution (George, Nedelea, & Antony, 2007; Korstanje & George, 2012)

The chapters gathered in this project have been placed under the strictest review processes to grant high-quality products, aimed at theorizing the opportunities and problems of tourism marketing to make the lives of peoples better. As a tool-kit, marketing should be channeled by ethics in order to achieve sustainable atmospheres by all stakeholders. Even if this book encompasses a lot of themes ranging from gentrification, to tourism images, five subthemes can be orchestrated into common-thread arguments:
• Human Resources, franchising systems and tourist organizations.
• Negative effects of tourism in the process of gentrification or ecological problems.
• ICT and global communication and consumer’s satisfactions.
• Marketing of destination image in a digital era.
• Ethics discussion of marketing use in context of violence.

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REFERENCES


