Chapter 10
The Role of Marketing Strategies in the Tourism Industry

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ABSTRACT
This chapter introduces the role of marketing strategies in the tourism industry, thus explaining the application overview of marketing strategies in the tourism industry in terms of the consumer-oriented approach, the competitor-oriented approach, and the trade-oriented approach; the characteristics of consumer behavior in the tourism industry; brand management in the tourism industry; and strategic marketing in the tourism industry. This chapter has explained a wide variety of marketing strategies and an interdisciplinary perspective of tourism marketing that encompasses the academic and practical areas to effectively understand the concept of tourism marketing. Tourism marketing keeps up with the dynamic evolutions and the demands of tourism industry in relation to the diversity of tourism marketing in modern organizations. Applying the marketing strategies will significantly enhance marketing performance and achieve business goals in the tourism industry.

INTRODUCTION
As the tourism industry becomes cheaper and quicker, it continues to be a foundation of the global economy (Tsiotsou & Ratten, 2010). Tourism industry is a significant generator of jobs in modern business (Rok & Mulej, 2014). Strategic management in tourism industry describes the long-term structure and activities across organizations (Probstl-Haider & Haider, 2013). The increased emphasis on sustainability and lifestyle decisions positively impact the tourism in the future (Tsiotsou & Ratten, 2010). Tourism is a very competitive industry with specific characteristics to get the largest share of the restricted travelers (Kaynak & Kara, 2012). Tourism industry becomes one of the popular contributors to global economic and social revolution (Ogaboh Agba, Ikoh, Bassey, & Ushie, 2010). Tourism industry
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is identified by high contact level with customers, concurrence of consumption, and production through different marketing channels (Di Foggia & Lazzarotti, 2014).

Regarding marketing management, customer value is positively correlated with customer satisfaction (Kasemsap, 2014a). Focusing on customer, competitors and other marketing factors affecting market growth are used as a dominant culture in an organization or an organized set of targeted activities (Webb, Cynthia, & Areti, 2000). Organizations utilize marketing strategy to create customer value toward business growth (Fornell, Rust, & Dekimpe, 2010). Tourism education not only expedites many recruitment opportunities for organizations that have a need for well-trained personnel, but also arranges the knowledge and skills for current and potential employees aiming at developing careers in the tourism industry (Armoo & Neequaye, 2014). The international tourism industry has faced heavy pressure from both government and consumers to develop quantitative goals and to apply various performance measurement models for evaluating sustainability improvement and business practices (Jayawardena, Pollard, Chort, Choi, & Kibicho, 2013). Kasemsap (2014b) explained that performance management practices are favorably correlated with organizational performance in digital age.

Tourism tackles humans’ recreation time, well-being, and business in modern organizations (Strukelj & Suligoi, 2014). Tourism has developed into one of the most important global economic activities regarding an association of a transformation of the offers and the postmodern consumer demands (Williams, 2006). Tourism consumption has evolved to become more qualitative, more demanding, and more diverse (Bouchet, Lburn, & Auvergne, 2004). Tourism industry has become a major contributor to the gross national product for both public and private sector organizations of many nations (Riege & Perry, 2000). One of the most critical issues in the tourism industry is tourist satisfaction which influences the option of destination and the decision to return (Golmohammadi, Ghareneh, Keramati, & Jahandideh, 2011).

Tourism businesses in many developing countries tend to offer the most reasonable and sustainable economic development option (Ajagunna & Crick, 2014). Marketing in the tourism industry does not appear to have engaged the theoretical issues (Williams, 2006). This chapter introduces the role of marketing strategies in the tourism industry, thus explaining the application overview of marketing strategies in the tourism industry in terms of the consumer-oriented approach, the competitor-oriented approach, and the trade-oriented approach; the characteristics of consumer behavior in the tourism industry; brand management in the tourism industry; and strategic marketing in the tourism industry.

BACKGROUND

An organization’s ability to create a flow of innovation has become increasingly significant for developing and maintaining its competitive advantage (Sicotte, Drouin, & Delerue, 2012). The demand of tourism market is influenced by many uncontrollable factors such as regional and global events, terrorism, political unrest, local residents’ attitudes toward tourists, ethnic, and military conflicts (Kaynak & Kara, 2012). Tourism industry is a sector that experiences major growth of global economy (Sobral, Peci, & Souza, 2007). Tourism industry in many countries is a major component of the service-driven economy (Yasin, Alavi, Koubida, & Small, 2011). The trends for the future of the tourism industry indicate that the number of incoming international tourists will be in the order of 1.6 billion by 2020 (World Tourism Organization, 2006). Tourism industry has become a major element of the global service economy. The economic impact of global tourism activities presents the countries and markets with new realities,