



Introduction to Travel and Tourism Marketing

J. A. Bennett, J. W. Strydom

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Travel and tourism together has become one of the largest international industries providing millions of job opportunities and contributing substantially to economies around the world. This has resulted in countries and regions actively promoting travel and tourism and competing for preferred-destination status. As travellers become more seasoned, they become more discerning, insisting on only the best products and services. It has therefore become critical for individual businesses, regions and countries to compete more aggressively and more professionally for the disposable time and money of tourists. This has given rise to the need for more professional, trained marketers. With its spectacular beauty and unique travel and tourism products, South Africa is positioned to capture an increasingly substantial share of the international travel and tourism market. Introduction to Travel and Tourism Marketing provides an introduction to the marketing of travel strategy market segmentation, the business environment, marketing research as well as marketing planning.

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