

Department of Education Cultural Heritage and Tourism

Destination Marketing

Prof. Gian Luigi Corinto

The course aims at transferring the strategic and operative marketing methods from the business unit to the territory, and specifically to a tourist destination, considering the general framework of sustainability adopted by International Policy Bodies and Institutions. Students will acquire knowledge and competencies on the role of space, place and territory in the travel and tourism industry at different geographical scales.

Students will be able to use marketing tools to manage a tourist area adopting the rationale of market orientation, aiming at analyzing, organizing and fostering the local peculiarities to increase tourist attractiveness, in a framework of sustainability.

Program

- Premise on Method
- Geographical Concepts of Space, Place, and Territory
- Human Mobility and Tourism
- Tasks, Concepts and Marketing Tools
- Business Marketing, Territorial Marketing, Tourism Marketing
- Definition of Goals of Destination Marketing
- Destination Development Strategy
- Tangible and Intangible Components of a Destination
- Tourist Carrying Capacity - TCC
- Communication for Destination Image Building and Promotion
- Communication for Destination Image Building and Promotion
- Case Studies of Tourism Destination Marketing

1. (C) Cocossis, Harry, Editor Defining, Measuring and Evaluating Carrying Capacity in European Destinations, Final Report Environment European Commission, Bruxelles, 2001 » Pagine/Capitoli: pages 1-52; http://ec.europa.eu/environment/iczmpdf/tcca_en.pdf
2. (C) Saarinen, Jarkko, Christian M. Rogerson, and Haretsebe Manwa (Eds) Tourism and the Millennium Development Goals: Tourism, local communities and development. Routledge, London - New York, 2013 » Pagine/Capitoli: chapters 1-13
3. (A) Kotler P., Armstrong G. Principles of marketing Pearson - Prentice House , Upper Saddle River, New Jersey 07458, 2011 » Pagine/Capitoli: Chapters: 1-4
4. (C) Lew A.A., Hall C.M., Williams A.M. A Companion to Tourism Blackwell Publishing, Oxford - UK, 2004 » Pagine/Capitoli: all chapter

The teacher will give further didactic materials and information on how retrieve them

Didactics

- Frontal Lessons;
- Small and Medium Group Work and Exercises;
- Audio-video Attendance;
- Performing of a Case Study on Marketing a Destination;
- Featuring of a Presentation on an Argument of Tourist or Destination Marketing.

Final Test

Two partial interim tests. A not structured test (writing a report on a Case Study). An individual or per group presentation (using a PPT) of a Case Study.

The grade per each test will contribute to the final mark, which is the average of partial results.

The Final Oral Test is reserved to the students who didn't receive a sufficient grade in the partial tests or missed one of them.

Issues on Consumer's Behavior

Need of Policy Based on Evidence

Consumer behavior is key to the impact that society has on the environment. The actions that people take and the choices they make – **to consume certain products and services rather than others or to live in certain ways** - all have direct and indirect impacts on the environment, as well as on personal (and collective) well-being. This is why the topic of '**sustainable consumption**' has become a central focus for national and international policy.

Policy development in the context of behavioral change is notoriously difficult. One of the reasons for this is the enormous variety of factors that influence behavior. Another is the value linking of behavioral and lifestyle issues. At the same time, there is a widespread recognition of the need to engage in this difficult terrain and to develop 'evidence-based policies' to support behavioral change. Nowhere is this more relevant than in the domain of sustainable consumption.

What is Consumption

Consumption began with human history.

The historical and contemporary literature suggests a huge variety of different roles for consumption in modern society.

These include its **functional role** in satisfying needs for food, housing, transport, recreation, leisure, and so on. But consumption is also implicated in **processes of identity formation, social distinction and identification, meaning creation and hedonic 'dreaming'**.

What is Consumption

Some authors argue that these processes are driven by **evolutionary** imperatives of **status** and **sexual selection**. Two key lessons flow from this literature.

The first is that material goods are important to us, not just for their functional uses, but because they play vital symbolic roles in our lives.

This symbolic role of consumer goods facilitates a range of complex, deeply engrained '**social conversations**' about status, identity, social cohesion, group norms and the pursuit of personal and cultural meaning.

In the words of Mary Douglas (1976) 'An individual's main objective in consumption is to help create the social world and to find a credible place in it.'

What is Consumption

The second key lesson is that, far from being able to exercise deliberative choice about what to consume and what not to consume, for much of the time people find themselves 'locked in' to unsustainable consumption patterns.

Consumer 'lock-in' occurs in part through the architecture of incentive structures, institutional barriers, inequalities in access, and restricted choice.

But it also flows from habits, routines, social norms and expectations and dominant cultural values.

What is Consumption

Barriers



Habits



What is Consumption

These lessons emphasize the difficulty and complexity associated with negotiating pro-environmental behavioral change.

They also highlight the need for policy to come to grips with (and to influence) the social and institutional context of consumer action, as well as attempting to affect individual behaviors (and behavioral antecedents) directly.



"Ever since I signed up for Twitter, I get the feeling that people are following me!"

What is a Model

Conceptual models play two important roles in understanding what motivates consumer behavior and drives behavioral change.

In the first place, they provide **heuristic** frameworks for exploring and conceptualizing consumer behavior.

In particular, they can help us **understand** the social and psychological influences on both mainstream and pro-environmental (or pro-social) consumer behavior.

What is a Model

Some models offer conceptual insights into

- the psychological antecedents of behavior;
- illustrate the way in which social norms are contextualized;
- highlight the impact of different value orientations on behavior,
- and so on.

These **heuristic** understandings also help us to identify points of policy intervention.

heuristic (adj.)

"serving to discover or find out," 1821, irregular formation from Greek *heuriskein* "to find; find out, discover; devise, invent; get, gain, procure" (from PIE **were-* (2) "to find;" cognate with Old Irish *fiar* "I have found") + **-istic**. As a noun, from 1860. Greek had *heuretikos* "inventive," also *heurema* "an invention, a discovery; that which is found unexpectedly."

What is a Model

Secondly, these models can be (and have been) used as frameworks to test empirically the strength of **different kinds of relationships** (between values and behaviors for example) in different circumstances.

This is important for several reasons, not the least of which is that it enables us to develop an empirical evidence base for particular assertions about consumer behavior and consumer motivation.

It also allows us to interrogate the strength of these relationships under specific conditions, and to explore the possibilities for behavioral change.

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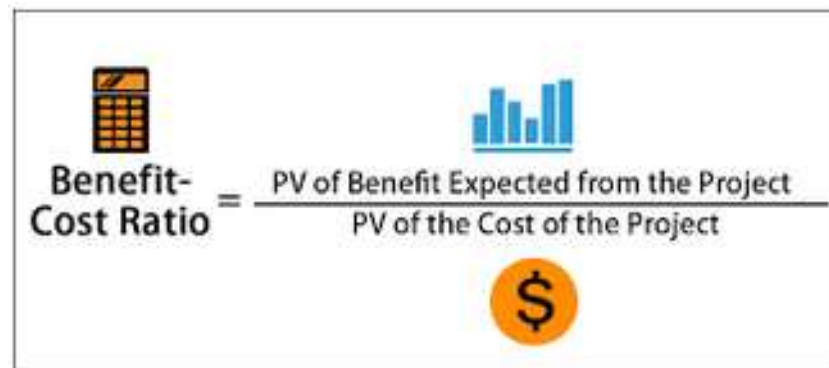


Rational Choice

Starting point: the familiar 'rational choice model' that guides much of existing policy

This model contends that:

consumers make decisions by **calculating** the **individual** costs and benefits of different courses of action and choosing the option that **maximizes their expected net benefits**.



The diagram illustrates the Benefit-Cost Ratio formula. On the left, the text "Benefit-Cost Ratio" is preceded by a calculator icon. This is followed by an equals sign. To the right of the equals sign is a fraction. The numerator of the fraction is "PV of Benefit Expected from the Project", which is preceded by a bar chart icon. The denominator is "PV of the Cost of the Project", which is preceded by a yellow circle containing a black dollar sign icon.

$$\text{Benefit-Cost Ratio} = \frac{\text{PV of Benefit Expected from the Project}}{\text{PV of the Cost of the Project}}$$

Rational Choice

Few strong key assumptions underlie the model. These are that:

- individual **self-interest** is the appropriate framework for understanding human behavior;
- ‘rational’ behavior is the result of processes of **cognitive deliberation**;
- consumer **preferences are exogenous to the model** – that is to say they are taken as given without further elaboration as to their origins or antecedents.

Rational Choice

The policy interventions that flow from this perspective are relatively straightforward.

In the first place, it is argued, policy should seek to ensure that consumers have **access to sufficient information** to make informed choices about the available options. Secondly, it is recognized that **private** decisions do not always take account of **social** costs.

Policy is therefore required to 'internalize external costs and make them 'visible' to private choice



Against Rational Choice

Familiar, clearly parsimonious, the rational choice model has been extensively criticized.

One central criticism is that there are cognitive limitations on our ability to take deliberative action.

In fact, we use a variety of mental 'short-cuts' – habits, routines, cues, heuristics – which reduce the amount of cognitive processing needed to act and often bypass cognitive deliberation entirely.

A degree of automaticity enters our behaviour, making it much more difficult to change, and undermining a key assumption of the model.

Against Rational Choice

Another problem is that affective (emotional) responses confound cognitive deliberation.

It is well-known in marketing theory, for example, that consumers build affective relationships with products and respond at an emotional level to decisions about what to buy and how to behave.

Some evolutionary neuro-physiology even suggests that emotion 'precedes' cognition in decision contexts. Our behaviors are based more on emotional response than on conscious deliberation.

Against Rational Choice

The self-interest assumption of the rational choice model has also been attacked.

In fact, human behavior consists of **social**, moral and **altruistic behaviors** as well as simply self-interested ones.

To make matters worse, the **assumption of individuality is also suspect**. Individual deliberations clearly do play some part on our behavior.

But behaviors are usually embedded in social contexts.

Social and interpersonal factors continually shape and constrain individual preference.

Adjusted Expectancy Value Theories

Some social psychological models attempt to conceptualise human behavior in a more nuanced way.

Rational choice theory is a form of 'expectancy value' theory. In this kind of theory, choices are supposed to be made on the basis of the **expected outcomes from a choice and the value attached to those outcomes**.

A range of 'adjusted' social psychological models of consumer behavior seek to use this basic idea to go beyond assumptions of rational choice and unravel the psychological antecedents of consumer preferences.

Some theories also respond to critics by expanding on the expectancy value structure of the rational choice model in various ways.

Adjusted Expectancy Value Theories

Attempt to account for the influence of other people's attitudes on individual behavior.

The most famous example of this kind of theory is Ajzen and Fishbein's 'Theory of Reasoned Action'.

Ajzen's 'Theory of Planned behavior' extends the same model to incorporate the influence of people's perceptions about their **own control** over the situation.

These conceptual models are useful in understanding the structure of some intentional behaviors. But they also leave out some key aspects of consumer behavior.

Adjusted Expectancy Value Theories

They do not offer clear insights into normative (moral), affective (emotional) and cognitive (e.g. habitual) dimensions of people's behavior.

Furthermore, the social psychological evidence suggests that some behaviors are not mediated by either attitude or intention at all.

In fact the reverse correlation, in which attitudes are inferred from behaviors, is sometimes observed.

This has important implications for motivating sustainable consumption, because it suggests that behaviors can be changed without necessarily changing attitudes first

Adjusted Expectancy Value Theories

These behavior changes could be valuable in changing people's environmental attitudes more generally.

People may recycle simply as a result of changes in municipal waste collection services, without ever having decided that 'recycling is a good thing'.

But once they start recycling, some people will infer from this that they are (to some extent) 'green'.

The possibility that this new attitude will 'spill over' into other behaviors is an intriguing one.

Moral and Normative Conduct

Moral and normative considerations are inherent in any discussion of environmentally-significant consumer behavior.

Rational choice models eschew discussion of moral behavior and assume that it reflects an aspect of self-interest.

But incorporating moral beliefs into adjusted expectancy value models appears to improve their predictive power.

Moreover, some authors have made explicit attempts to understand the dimensions and the antecedents of moral or pro-social behaviors.

Moral and Normative Conduct

E.g.: pro-environmental behaviors

- emergence of a personal norm to act in a given way.
- value basis of different behaviors and behavioral intentions.

people are continually influenced in their behaviors by social norms which prescribe or proscribe certain behavioral options. The existence of such social norms can be a powerful force both in inhibiting and in encouraging pro-environmental behavior.

At one level, pro-environmental behavioral change can be thought of as a transition in social norms.

The Matter of Habit

Expectancy value models still assume that behavior is the result of deliberative, cognitive processes.

But in practice, many of our ordinary, everyday behaviors are carried out with very little conscious deliberation at all.

Cognitive psychology suggests that habits, routines and automaticity play a vital role in the cognitive effort required to function effectively.

This ability for efficient cognitive processing becomes increasingly important in a message-dense environment, such as the modern society in which we live.

The Matter of Habit

At the same time, the process of 'routinization' of everyday behaviors makes them less visible to rational deliberation, less obvious to understand, and less accessible to policy intervention.

Habitual behaviors often undermine our best intentions to change and are an important structural feature of behavioral 'lock-in'.

Habit is one of the key challenges for behavioral change policy since many environmentally significant behaviors have this routine character

Sociality and Self

Some social theories go even further than this and suggest that our behaviors, our attitudes, and even our concepts of self are (at best) socially **constructed** and (at worst) helplessly mired in a complex '**social logic**'.

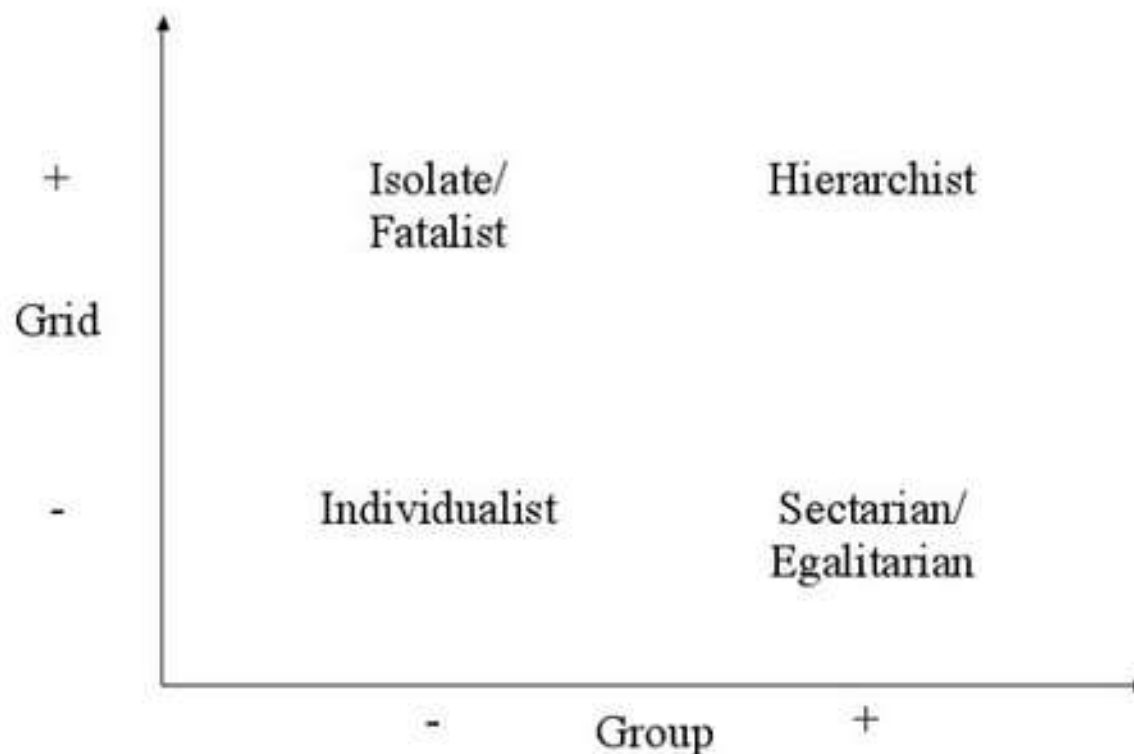
Social identity theory, for example, regards key aspects of our behavior as being motivated by a tendency towards intra-group **solidarity** and inter-group **competition**.

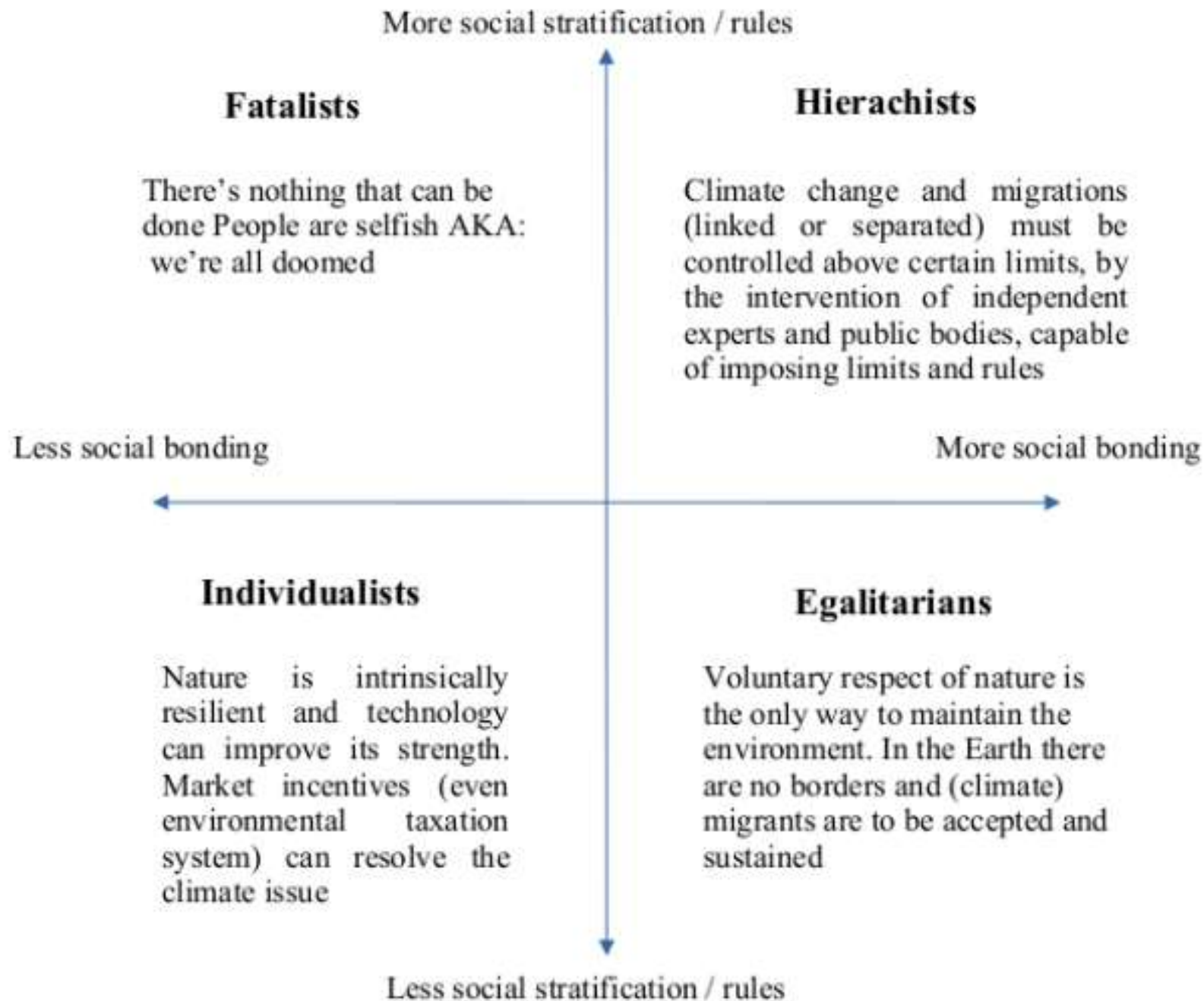
These kinds of theories provide a rich evidence base for the social embeddedness of environmentally significant behavior.

They also suggest that behavioral change must occur at the collective, social level. Individual change is neither feasible nor sufficient.

The relationship between self and society is mediated by the particular form that social organization takes within a given society.

Cultural theory suggests that historically there have been only four main types of social organization: fatalist, hierarchical, individualist/entrepreneurial and egalitarian.





Integrative Theories of Consumer behavior

Internal antecedents of behavior: values, attitudes and intentions.

External factors: incentives, norms and institutional constraints.

Some models are good at describing internal (cognitive) aspects of individual decisions but fail to reflect the importance of contextual or situational variables and vice versa.

Making sense of behavior inevitably requires a multi-dimensional view which incorporates both internal and external elements.

Integrative Theories of Consumer behavior

In particular, as Stern has noted, a useful model has to account for:

- motivations, attitudes and values;
- contextual or situational factors;
- social influences;
- personal capabilities; and
- habits.

The question of whether consumers are free to make choices about their own actions or whether they are bound by forces outside their control has provoked a long debate in the social sciences. This debate - about the relative influence of human agency and social structure – culminated in the development of Giddens' (1984) 'structuration theory' which attempts to show how agency and structure relate to each other.