



Communication and Channel Systems in Tourism Marketing

Muzaffer Uysal, Daniel Fesenmaier

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What sources of information do tourists consult when choosing a travel destination? How can communication channels be used to reach the tourist market for a specific region? This resource provides new insight into these important questions and more on developing tourism marketing strategies using the key factors of communication and channel systems. Communication and Channel Systems in Tourism Marketing features both conceptual and applied research which provides an excellent base for tourism marketers and destination planners to evaluate and improve their overall tourism marketing programs. Tourism and hospitality scholars discuss communication distribution channels, media selection, information needs and sources, importance of travel brochures and slogans, brochure design, and the effectiveness of communication messages in tourism marketing. The advantages and disadvantages of a wide variety of communication channels are explored including word-of-mouth, brochures/pamphlets, travel agents, magazines, radio, television, and slogans. Some of the topics covered in this book that demonstrate the use of communication and channel systems in tourism marketing are:

- building repeat visitor relationships
- image formation
- distribution channels
- communication messages and their effectiveness
- design of destination- and attraction-specific brochures
- communicating unique selling propositions in slogans

This groundbreaking book presents original, empirical research that incorporates communications and channels systems as integral components of tourism marketing. The diversity and originality of these tourism research cases will be helpful to destination promoters, tourism decisionmakers, and tourism planners worldwide. Communication and Channel Systems in Tourism Marketing is also a valuable supplementary text for students in courses on leisure, recreation, hospitality, tourism, and marketing.

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