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CRITICALLY REVIEW THE 15 C S IN THE CONTEXT OF THE MARKETING OF AN INTERNATIONAL TOURIST DESTINATION: LANZAROTE



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GRIN Verlag Dez 2011, 2011. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Tourism, grade: Merit, Bournemouth University, language: English, abstract: Strategic tourism marketing analyses future issues and challenges on the tourism market. The objective of this analysis is to define innovative marketing strategies for tourism products in order to be successful on the market. A tourist destination is an integrated tourism product which needs well defined marketing strategies. Only a continuous analysis, definition and implementation of strategies help tourist destinations to gain a competitive advantage. Popular destinations for tourist holidays are islands. Trivago (2009), a tourism website, has launched a ranking of the 10 most popular islands of Europe. Seven of the ten islands are Spanish: Mallorca, Gran Canaria, Tenerife, Ibiza, Fuerteventura, Menorca and Lanzarote. For this essay the defined international tourist destination will be Lanzarote. This island is famous for its unique volcanic landscape and its biosphere reserve. Personally, Lanzarote is my favourite travel destination due to family reasons. In the context of marketing, the following five of fifteen Cs of the destination Lanzarote will be critically reviewed: Crisis, Customers, Communication, Competition and Commodification. The review of these aspects will show how tourism marketing is applied and which strategies are implemented for Lanzarote to overcome different challenges on the tourism market and stay an attractive and successful tourist destination. (1673 words) 16 pp. Englisch.

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