



Advertising in Tourism and Leisure

By Nigel Morgan, Annette Pritchard

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'Advertising in Leisure and Tourism' brings together the current thinking in this area, via extensive international case studies, to provide a critical appraisal of the potential of advertising in leisure and tourism.

Arranged in three parts, the book introduces the role of advertising, evaluating its relationship within other aspects of tourism and leisure marketing; the techniques used: advertising a range of products to key market segments; and new strategic directions in advertising. It focuses on the new destination marketing strategy of branding and assesses the relationship between advertising and other increasing important areas of promotion, including sponsorship, ambient marketing and sales promotion.

Advertising and marketing professionals in the leisure industries and undergraduates on marketing-related modules in tourism, leisure and hospitality courses will find this an invaluable text. Since the case studies are drawn from an international field, readers will be able to assess best practice from a variety of sources and countries.

Dr Nigel Morgan is Principal Lecturer in Hospitality, Leisure and Tourism and Annette Pritchard is Senior Lecturer at School of Leisure and Tourism, at the University of Wales Institute, Cardiff.

One of the only specialist Tourism/Leisure advertising texts on the market
Use of International case studies drawn from the 1999 International Festival of Leisure and Tourism Advertising to highlight good and bad practice
Accessible - ideal for practitioners

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Editorial Review

Review

'The necessary cohesion in the book is given by the discussion of strategic issues, the whole being written in clear and concise language. Advertising in Tourism and Leisure, is fundamentally a marketing agency text. This is its strength and its value to readers. This is a very valuable book and should be considered a basic text on any tourism marketing student's shelf.

Alan Machin, Leeds Metropolitan University, International Journal of Tourism Research, Nov-Dec 2001.

'This is one of the first books to truly explore in a clear and concise manner how tourism and leisure advertising does, and does not work. The extensive use of relevant examples helps to illustrate how advertising concepts work in practice.'

Brian Hay, Head of Research, Scottish Tourist Board

'I'll be at the top of the list to buy it'

Anna Bryson, Brand Manager BTA

Drawing on extensive international case studies, this volume provides a critical analysis of the potential of advertising in leisure and tourism.

CABI Information - Feb 2001

It is diligently researched, well written, has multiple international examples, many of which provide helpful insights. It should prove useful as a library text to support tourism marketing courses.

The Journal of the Tourism Society - Spring 2001

It makes for fascinating reading for all, not least because of the extensive examples given of global companies and their advertising activities..... a must-have for any student studying tourism and travel management..... The text is detailed and has an in-depth style, although it remains easy to read, with a clear and concise text.

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Hospitality May 2001

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