Contents

Pre.	Preface		
Par	t One Introduction	1	
	Introduction	3	
1	What is marketing?	5	
	What is leisure?	21	
Par	t Two The international dimension	29	
	Introduction	31	
3	The international market	33	
4	The international leisure industry	45	
5	The international business environment	52	
Par	t Three The marketing mix and leisure	77	
	Introduction	79	
6	Product	81	
7	Price	101	
8	Place	116	
9	Promotion	127	
Par	t Four Marketing planning in leisure	145	
	Introduction	147	
10	Where are we now? Current situation analysis	149	
11	Where do we want to go? The setting of goals and objectives	164	
12	How will we get there? Developing the strategy	174	
13	How will we know when we get there? Monitoring, review and evaluation	181	
Par	t Five Marketing in the different sectors of the leisure industry	187	
	Introduction	189	
14	Visitor attractions	191	

, . . .

15 Accommo	dation	197
16 Tourist des	stinations	203
17 Tour opera	ation	210
18 Transport		217
19 Resort con	nplexes	225
20 Retail trav	el	230
21 Arts and e	ntertainment	235
22 Recreation	and sport	242
23 Leisure sh	•	250
	ts and catering	255
Conclusion	ns	262
Part Six Toni	cal issues in leisure marketing	265
Ture SIX Topi	cui issues in reisure marketing	200
Introduction	on	267
25 Competition	on and competitive advantage	269
26 Quality		277
27 Ethics and	social responsibility	286
28 Marketing	research and relationship marketing	296
Part Seven T	he wider context	307
Introduction	on	309
29 Leisure an	d the wider consumer society	311
30 Globalisat	ion	316
D. (Fisher C	and distant	201
Part Eight Co	onclusions	321
Part Nine Ca	se studies	329
	Introduction	331
Case study 1	The Victoria and Albert Museum (V&A)	333
Case study 2	Disneyland Resort, Paris: The marketing mix	340
Case study 3	Modern art museums	343
Case study 4	Health, leisure and tourism marketing	347
Case study 5	Manchester United: Marketing the brand	353
Case study 6	Sofitel hotels and resorts	356
Case study 7	'Souljourn' USA: 'Guiding the world to the best of	330
case stady 7	Black culture'	359
Case study 8	Hilton Head Island, USA: The leisure island for golf and	337
case stady o	leisure shopping	361
Case study 9	Las Vegas: The world of casinos and themed hotels	365
Case study 10	New niche markets in the leisure industry: The boutique	505
case study 10	hotel, the clubbing holiday and the music festival	
	experience	369
Case study 11	International film and the tourism industry	373
	· · · · · · · · · · · · · · · · · · ·	

•

Case study 13	The growth of the online retail travel market Tour operators' brochures and advice for tourists about safety Leisure travel magazines and the Islamic tourism market	379 383 388
Glossary		391
Bibliography and further reading		
Index		404

vii • • •