

## **MARKETING IN TRAVEL AND TOURISM**

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## **Introduction**

Travel and tourism plays an important role to contribute a major part in the country's economy. New destinations have recognized in order to attract the travelers by introducing the concepts like total tourism products and the promotional mix campaign. The dynamism of the marketing concepts has attracted the tourists from all over the world. This assignment will brief about the concepts of marketing in travel and tourism sector in a organization like Thomas Cook and as a assistant marketing manager, a report has to prepare through the below section. Thomas Cook has planned for a summer holiday of 2018 in a new destination of Morocco and Egypt. A reputed organization like Thomas Cook needs to maintain its brand value by implementing proper service quality mix which will discuss below. Further, the promotional tools and techniques will analyze based on the effectiveness. All the marketing tolls and concepts will use for understanding the purchase behavior of the travelers.

## **Task 1**

### **LO1 Marketing Concepts and Principles in Travel and Tourism sector**

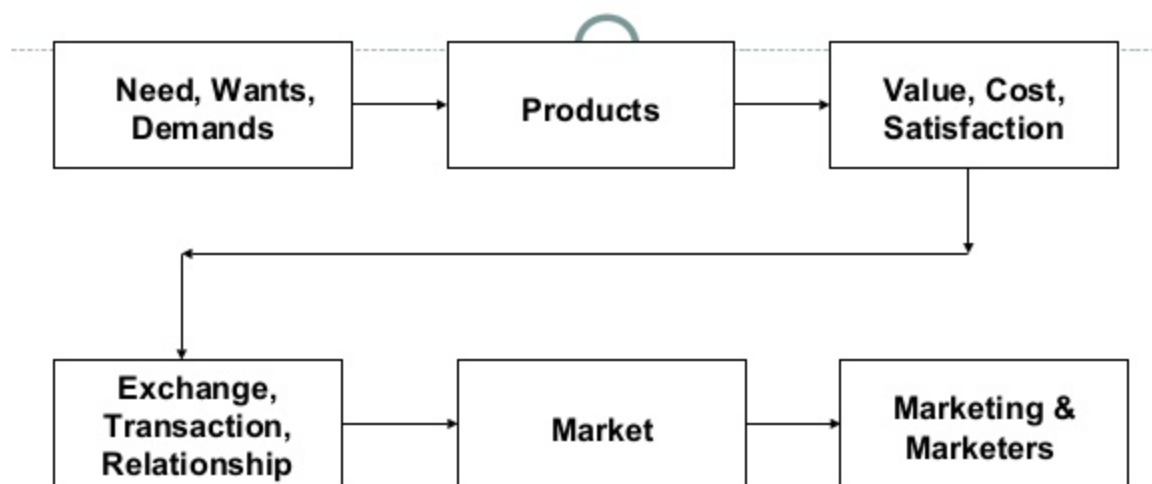
#### **1.1 Describe core concepts of marketing in travel and tourism**

The term "Marketing", refers to the set of activities which includes the exchanging, communication, offering of the goods or services which has value for the clients or customers and for the organizations also. The main concepts of marketing related with the needs and wants of the customers. Buying decisions of the customers depends upon the marketed products or services by the organization (Al-Khateeb and Al-Hazmi, 2017). The below diagram has depicted the core concepts of marketing. In the diagram the first importance has shown to the needs, wants and demands of the customers. Human needs arise when there is any dispossession of something. Wants refers to the specific satisfiers such as any products or services which will meet the customer wish. Demand is to accomplish the want by acquiring those products or services. Products are the important part to fulfill the need and demand of the customer by providing any physical item or service. The cost, satisfaction and values are related with the

personal energy or cost, service or product value and psychic value of the product or services. In the section of transaction, exchange and relationship, four elements are important such as-

- Begging
- Exchange
- Coercion
- Self-production

On the basis of the above mentioned elements transaction accomplishes between two parties by the means of agreement, time, value and conditions. Further, Market refers to the valuable customers; Marketing, means the valuable exchange and finally, Marketer refers to the person wants to exchange value against any product or service.



## Core Concept Of Marketing

The five concepts of marketing refers to the following-

A **product** concept refers in the travel and tourism industry is the services offered by the organization. Innovations along with quality service are the basic products of the tourism organization.

**Production** concepts depicts that the operating cost should decrease and the enhancement is needed for the high quality services. The tools and techniques should use in such a way that the operating cost would minimize and the output will be high quality services (Andaleeb and Hasan, 2016).

**Selling** concepts refers to the sale of the services of the tourism organization by using the tools in order to increase the sales of the organization.

**Marketing** concept states that organizational goal is the main priority by giving satisfaction to the travelers with high quality products or services. Through the tolls of marketing the customers are attracted towards the organizations offerings.

**Societal marketing** concept differs from the marketing concept as societal marketing always emphasize the concept of social well being by implementing policies like waste management, recycling etc. (Ashworth and Goodall, 2012)

## 1.2 Analyze the impact of marketing environment

Micro and Macro are two environmental factors which create an impact on the Thomas Cook. The micro environment includes the suppliers, customers, Intermediaries and competitors.

**Intermediaries** are the travel guides or the tour operators under Thomas Cook who will complete a specific tour are known as the intermediaries. They will provide information regarding the condition of the destination place and the guidance about the tour.

**Customers** are the wide range of Thomas Cook and from the world the customers come to travel with Thomas cook. The preferable customer for Thomas Cook is Europe based.

**Suppliers** are the necessity instrument or product suppliers for the organization. Customer demands in a tour for foods, drinks, entertainment elements and Thomas Cook will provide all these necessary items by the help of the suppliers (Bowie *et al.* 2016).

**Competitors** are belonging to the hospitality industry and companies like Cox and kings, TUI travel are the main competitors. Customer focus is necessary to attract and retain the customers.



Figure: Internal & External factors

(Source: Sigala, 2014)

Further, PESTLE analysis of Thomas Cook will give a clear idea about the Macro environmental impact on the organization for visit in Morocco and Egypt in summer 2018-

<b>Political</b>	Politically unstable condition can hamper the tour in Morocco and Egypt therefore, it is necessary to determine it first by look out the matters of interrelationship between the countries (Busch-Armendariz <i>et al.</i> 2017). The government trade policies also need consideration.
<b>Economy</b>	Currency of the destination place and the economic condition need to consider along with the availability of the low budget air transportation in U.K.
<b>Social</b>	The interest of the targeted customer segment to visit Morocco and Egypt need to consider and cultural issue, preference of the customer need to justify before plan for any destination.
<b>Technological</b>	Thomas Cook application has satisfying the customers and thus, new

	involvement of the technologies will attract more customers.
<b>Legal</b>	The rules and regulations of the destination place need to observe and the relationship between the government bodies and authorities need to strengthen between U.K. and Morocco and Egypt (Cook, 2016).
<b>Environmental</b>	Environmental factors are important to consider so that the destination should not get dirty because of the tourists and proper waste management, carbon emission area need to consider deeply.

### **1.3 Analyze the factors affecting the consumer motivation and demand in the travel and tourism sector**

Travelers or Customers motivation depends upon the consumer behavior aspect and consumer behavior is totally a psychological issue. The psychological issue which creates influence on the consumer behavior includes perception, motivation, learning and the belief and attitudes of the travelers. Further, Maslow’s hierarchy of needs define the motivation factors which influence the buying behavior of the travelers (Dolnicar and Ring, 2014). Travelers’ want to get priority from the travel company about their psychological needs and want to feel motivated towards opt for the tour to visit Morocco and Egypt as per the given scenario. The below diagram shows the needs of the customers-

Psychological needs say that the eagerness of getting personifies services and respected by the travel agents about the thoughts of the customers or travelers.

Safety needs depicts that the destination should provide physical and mental safety to the travelers. The security will give mental satisfaction to the travelers.

Environmental needs refer to the wastage control, pollution free accommodation which will motivate the customers for future repetition of the services taken from Thomas Cook (Edgell, 2016).



Need for freedom refers to the restriction free travelling for the travelers. Time bound, limited place for visit will dissatisfy the needs of the travelers and they should provide freedom in the schedule of the travelers visit.

Customer satisfaction is the final stage where the services such as transport, web services, guides, accommodation includes and the high quality service will satisfy the travelers.



**Figure: Promotional Tools**

**(Source: Created by Author)**

#### **1.4 Principles of marketing segmentation in Thomas Cook**

Market segmentation refers to the division of the total customer base based on certain criterion. The segmentation can be of different types such as, geographic, behavioral, demographic, and psychographic.

**Geographic** segmentation divides the customer base of Thomas cook on the basis of the location. Thomas Cook wants to cater the US and Australian market also along with U.K. For this proper segmentation needed.

**Behavioral** segmentation refers to the division based on the traveler's life styles, attitude and loyalty status, frequency of travelling etc on which the purchase behavior depends (Hays *et al.* 2013).



**Figure: Market Segmentation**

(Source: Holden, 2016)

**Demographic** segmentation refers to the segment the market according to the traveler's income, age, marital status, ethnicity, gender, religion etc.

**Psychographic** segmentation emphasize the activities, interests, opinions of the travelers on which they will buy a service of the Thomas Cook. For example, some travelers want to go to the forest trip, others wants to go to the hill region.

The Behavioral segmentation will apply in this case of summer holiday trip of 2018 in Morocco and Egypt. The attitude towards the historical place and desert will analyze on the selected customer segment. The frequency of travelling and the loyal travelers of Thomas Cook, fall under this type of segmentation who will be motivated by the promotional tool in order to attract them.

## Task 2

### 2.1 Understanding the role of marketing as a management tool in travel and tourism

Marketing is the most essential tool that helps organisations to reach to its targeted market and promote its services to them. The organisations must initiate proper marketing strategies to increase its reach to the customers and to enhance its revenue. The SOWT analysis gives view about the various internal aspects of the organisation Thomas Cook and it also elaborates various opportunities and threats that the organisation may have while initiating its marketing strategy (Thomascookgroup.com, 2017). The SOWT analysis of Thomas Cook is provided in the following way:

Strengths	Weakness
It is one of the most popular travel group	The marketing techniques and tools are old
It has significant global existence	Less diversified marketing tool
It has significant customer loyalty	Services have become conventional
Opportunities	Threats
The increasing demand in travel and tourism sector	The changing government taxation policies
the help and initiatives taken by UK government	The changing demand of the customers
	Increasing competitors

### Ansoff Matrix:

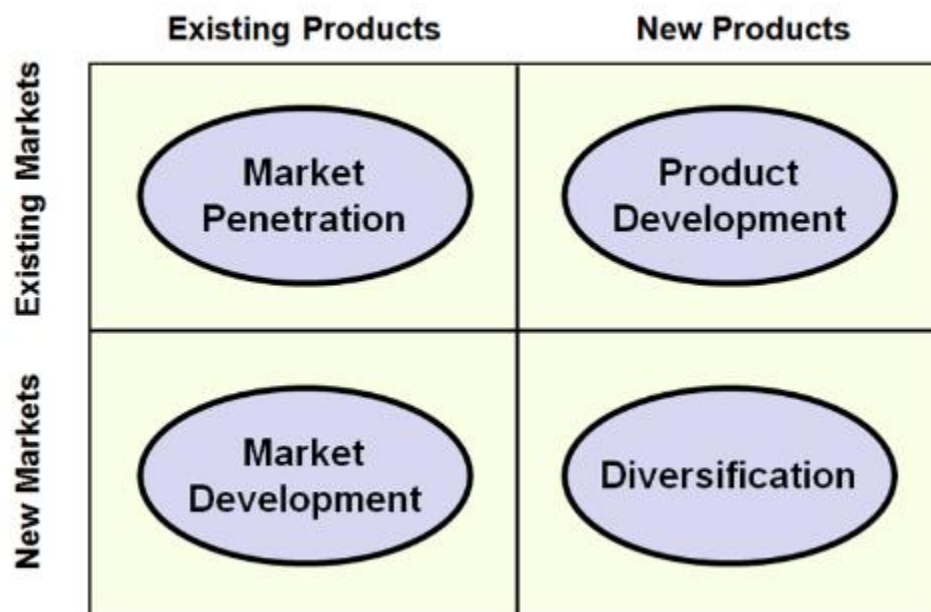
The marketing strategy of Thomas Cook may be improved with the help of Ansoff matrix. There are four aspects of this matrix that can be adopted by the group. They are described in the following way-

**Market development:** this refers to the idea of introducing the existing products in new market. For this, Thomas Cook may introduce its services to the emerging markets.

**Market penetration:** this refers to the process of using existing products to enlarge the market share (Hussain, *et al.* 2013).

**Product development:** this refers to the introduction of various new products in the existing market. Introducing new tour packages would help Thomas Cook gain competitive advantages.

**Diversification:** this refers to the idea of introducing various new products and services to a new market. Thomas Cook may develop new products according to the demands of the customers of new market.



**Figure: Ansoff matrix**

## **2.2 Discussing the relevance of marketing research and market information to managers in the travel and tourism sector with reference to Thomas Cook Group**

Market research and market analysis is one of the most essential parts of marketing of any organization. Thomas cook must initiate proper market research and gather information so that the organization may initiate proper strategies according to that. The essential tools of market research and gathering information from the market Consumer segmentation, identifying the needs of the market, macro economic factors can be taken into consideration while analyzing the market situation.

In order to know what kind of products the market or customers prefers, the organization needs to identify the targeted market. This process is regarded as market segmentation. Here the organization Thomas Cook would make segments of the market on the basis of demography. It may also initiate psychographic or behavioral segmentation. This would help the organization to identify the market need.

The organization Thomas Cook may also identify the consumer behavior that refers to the preferences and the psychological facts that a customer goes through before it makes purchase of products (Horner and Swarbrooke, 2016). The research on Customer behavior would help the organization know about the facts that makes impact on the buying process of the customers.

The organization Thomas Cook may also analyze the macro factors and modify its operations and marketing strategies according to that. Here the macro analysis would provide information about the various political, social, legal, economical and other factors of the market where the organization is operating.

The organization Thomas Cook should perform research on the pricing factors and services provided by other organization and make modification and up gradation of its existing products and services to gain competitive advantage (Saaty and Kearns, 2014). In order to collect information the organization should take help of information and communication technology and the customer's feedback that would help it in execution proper market research and gathering information.

### 2.3 Assess the influence of marketing on society

The management of Thomas Cook has made effective use of the marketing and promotional tools and techniques to attract customers and increase their sales revenue and profit margins. Marketing has formed an essential part of their campaigning for the summer trip of 2018 to Morocco and Egypt. Therefore, the company should make use of the marketing in a manner that it has a positive influence on the society as it would help them in forming internal and good relations with their target audience. By using marketing, the organization is able to inform their customers regarding the services offered by them so that awareness can be spread in the society regarding the various accessible tourist destinations and locations (Armstrong, *et al.*, 2015). Customer tastes and preferences can also be understood by adopting marketing in their organizational functions. The understanding of customer preference will help the society because the consumers will be supplied the products that they desire and demand. The satisfaction of the consumers and society will increase.

The company should be responsible enough to make positive use of the marketing tools and strategies so that they have a positive influence on the society. For instance, the company should use marketing to create demand in the market. By creating demand, the company will be able to increase their sales leading to lowering of costs (Fennell, 2015). This cost reduction will in turn reduce the prices due to which the consumers will have to spend low on their leisure activities. Hence, the standard of living of the people and society will increase due to low expenditure.

In case of *China*, it was the first country to identify the importance of travel and tourism sector. They used the globalization to promote the travel and tourism sector of their country on a global platform. This promotion of the travel and tourism sector was done by devising a marketing plan which helped China to increase their revenue, gross domestic product of the country and also the employment rate. Therefore, it was observed that the marketing of the travel and tourism sector had a positive effect on the society of China as the standard of living of the country improved and the concept of open economy was also introduced.

Similarly, the use of marketing has also benefitted the society of *United Kingdom*. The travel and tourism sector of United Kingdom is well expanded and vast and contributes majorly into the gross domestic product of the country. The government and the tour operators like Thomas

Cook use marketing to attract customers and visitors to the country so that they can experience the richness of the local culture and the heritage of the country. This expansion and growth of the travel and tourism sector due to marketing has had positive effect on the economy. The employment rate of the country has increased since with growth of tourism industry the need for labor has increased. People have found employment in the marketing department also. This has led to a rise in the standard of living of the people with a positive effect on the society and national income of the country.

### Task3

#### LO3 Identify the role of marketing mix in travel and tourism sector (refer to PPT)

##### 3.1 Describe the elements of marketing mix with reference to the summer holiday 2018, to Morocco and Egypt

Generally, the marketing mix elements are of four types which are known as the 4P's of Marketing. Product, Price, Place, Promotion are the four types of marketing mix elements which has discussed below-

**Product-** Intangible or tangible both are included in the product offerings of Thomas Cook. The summer holiday of 2018 has planned to visit Morocco and Egypt and the intangible product offerings are the services included in the package tour (Horner and Swarbrooke, 2016). However, Thomas cook has arranged diversified products however; it will not be possible for the management to provide customized service for all the tourists. Here, individual preference is an issue but through proper promotion the service offering should make clear among the travelers.

**Price-** Appropriate application of the pricing strategy is important for Thomas Cook in order to maintain the profitability of the organization as well as to attract the customer by extensive offerings within the budget permit of the middle-class travelers. Due to the enhancement in the transportation cost it arises as an issue that the middle class people are facing problems to opt for the tourism services. Thomas cook has to arrange the cost effective tour for the middle class segment of the travelers.

**Place-** Accessibility is the main factor of the place element of the marketing mix. Therefore, the suppliers have to get distribution channel to provide with the necessities of the customers on daily basis. Before considering the destination the accessibility need to determine so that the tourists will get satisfaction at the extreme level.

**Promotion-** Promotional tools has to select on the basis of the customer segmentation and the strategies on which Thomas Cook will penetrate into the market. An implementation of the integrated promotional mix will help in this process.



### **3.2 Analyze the service marketing mix elements**

The service industry consists of marketing mix elements along with three more elements of service marketing. The service marketing mix refers to the Process, People and Physical evidence. The elements have discussed below-

**People-** People are the most important element of service marketing mix because services are provided through a medium and people are those medium. The employees, the key responsible person who will provide services to the tourists refers as the people of service marketing mix. The key person of the management designed the tour packages for the travelers in order to provide those best offers. The communication with the travelers is also important which is done through the medium of people (khan, 2016). Therefore, proper training has provided by Thomas Cook to make the people efficient to provide satisfaction to the customers with high service quality.

**Process-** The whole system of providing services to the tourists refers as the process. Thomas cook has implemented a process through which the service offerings have presented before the travelers in an efficient manner. The proper sales promotion, benefits will convey through the process of Thomas Cook. This process will influence the customers for availing the tour package or services of Thomas Cook.

**Physical evidence-** Transparency and availability refers to the physical evidence of Thomas cook. Trusts of the travelers are associated with this element. The website of Thomas cook will represent the previous experiences of the tourists which will act as evidence about the quality services of the Thomas Cook. The travelers will gain the information about the facilities about the pour packages on their website which will clear the understanding of the travelers. Further, the receipt or agreement paper between the tourist and Thomas cook is a support of evidence to maintain the transparency.

### **3.3 Discuss the total tourism product for an individual tourism business like Thomas Cook**

The concept of total tourism products refers to the accommodation, food service, transportation, security and safety, visa, passport, entertainment and many more elements. On the total matters of the products or services which are important to include in a tour package known as total

tourism product. Under this concept the quality of service and cost are two important criterions to maintain for attracting the travelers. Thomas cook will provide the travelers with the own air service set up to visit the destination of Morocco and Egypt. Accommodation will also given by the company along with the three times meal in a day (Kozak and Martin, 2012). The accommodation will be on the 5 star hotels along with the cost efficiency. Total tourism products will provide by the individual service providers appointed for the individual or groups. The bundle of service will provide to the customers. The range of services will satisfy the diverse need of the tourists. The tourists will get all the necessitate facilities which requires during travelling days and any lack of the service offerings may dissatisfy the travelers (Leonidou *et al.* 2013). The scope for attracting customer will enhanced and enriched through this total tourism concept.

#### **Task 4**

#### **LO4 Discuss about the promotional mix in travel and tourism sector**

##### **4.1 Analyze the integrated role of promotional mix**

Integrated promotional mix application is necessary to implement for Thomas cook in order to convey the messages to the travelers about the service offerings of summer 2018 holiday trip to Morocco and Egypt. The market segmentation of Thomas cook will get motivation through the promotional mix which will describe best part about the package tour and also elaborate the beauty of the destination which will explore by Thomas cook. The value offerings will attract the travelers through the promotional tools which have discussed below-

**Advertising-** It is a paid form of communication which targets the maximum number of tourists or customer segment. The customer segment which has not targeted they will also come to know about the offerings or about the tour to Morocco and Egypt (Li *et al.* 2017). Diverse media can use by the organization such as TV channels, newspapers, digital media, brochures, billboards, social media etc. Social media is a growing platform where more customers can attract through advertising.



**Figure: Promotional Tools**

**(Source: Created by Author)**

**Personal Selling-** It is a direct communication tool which is used for presenting the offers of tour packages directly to the tourists or customers by using a medium such as sales representatives. The summer trip of 2018 to Morocco and Egypt has so many specifications and advertisement can convey all the detail about the tour which can convey through this promotional tool.

**Direct marketing-** Direct media is used under this promotional tool such as emails, telephone calls, online chat will contacted the segmented customer base in order to convince them for the tour to Morocco and Egypt. Through this direct interaction the customer preferences asked by the key person who is communication with the customers and the customers are sometimes suggest new things which they want in the tour packages (Mariani *et al.* 2014). Further, the organization considers those points and included that extra facility in the package.

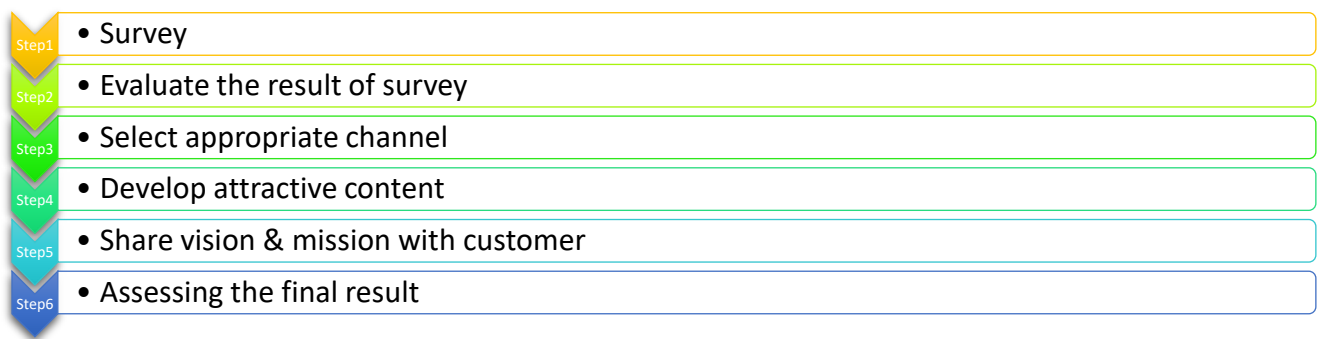
**Sales promotion-** It is an extensive offerings gives for the tourists to increase the sales suddenly and make profit for Thomas cook. The package tour of Morocco and Egypt can attract customers through sales promotion by giving combo offers, special facilities to the customers for first come first serve basis. Lucky draw is another sales promotion tool by which attractive gifts can give to the tourists who are taking the tour packages.

**Public Relation-** This promotional tool uses for maintaining the public image of the company. Transparency will maintain trough this tool and all information regarding the tour will convey to

the customers. Press release, newsletter is the tools for the public relation promotion which can cater by Thomas cook.

#### **4.2 Plan and justify the integrated promotional mix of Thomas Cook for summer holiday 2018 (refer to poster)**

Promotional campaign is a way to present the facilities and benefits about the destination tour and here the trip of 2018 to visit Morocco and Egypt will elaborate through this campaign. The above mentioned promotional tools has to implement in a efficient manner in order to create an image in the mind of the tourist so that they will attract to the trip and ready to opt for the service of Thomas cook (Wirtz and Lovelock, 2016). Being a marketing manager the following can be the steps by which the promotional campaign will accomplished-



**Figure: Steps of Promotional campaign**

**(Source: Created by Author)**

At the first step, survey has to conduct by Thomas cook for understanding the needs of the tourists and which segment of the customer are interested to go in the trip can get from the result of the survey. Then the promotional channel will select in order to reach to the customer. An attractive content or story need to develop by an efficient content developer who will attract the tourists (Xu *et al.* 2016). Finally, the mission and vision of providing quality service in the tour of Morocco and Egypt will share with the tourists and at last the feedback will get from the customer as the result of this campaign.

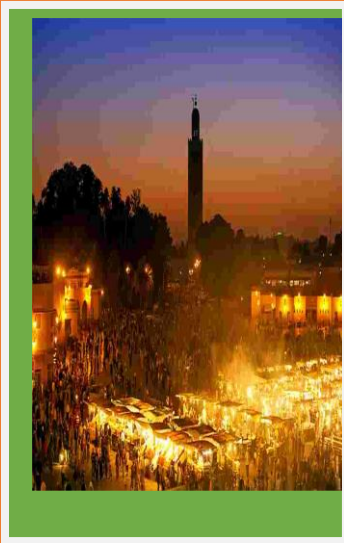
**Poster: Promotional Campaign**

## SUMMER HOLIDAY TRIP TO MOROCCO & EGYPT

2018



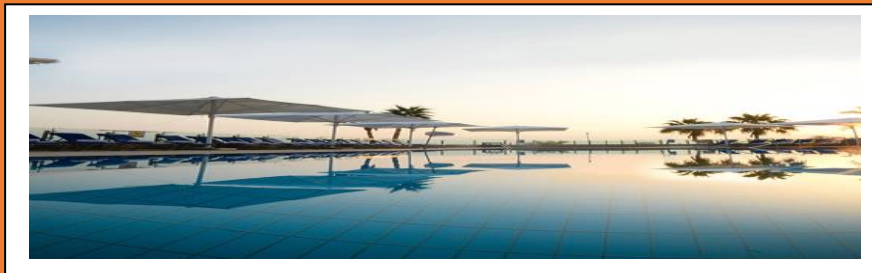
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### Steps of campaign-

- Survey
- Evaluate the result of survey
- Select appropriate channel
- Develop attractive content
- Share vision & mission with customer
- Assessing the final result

### Special gifts for first booking



# DISCOUNTS!



## Conclusion

This management report has prepared and analyzed the plan for marketing and the strategies. The path for the implementation of the marketing plan and strategies has elaborated in the above sections of this assignment. The customer satisfaction is necessary thing for the travel and tourism sector. Further, the promotional mix has implemented for providing the information about the facilities and benefits to the customers so that they can make themselves satisfied with the service offerings of the Thomas Cook. The make profitability along with the customer satisfaction is the main motto of Thomas Cook.

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