

# BEMM374Z3

Tourism and Marketing

View Online



---

Ansoff Matrix - Wikipedia. (n.d.). [https://en.wikipedia.org/wiki/Ansoff\\_Matrix](https://en.wikipedia.org/wiki/Ansoff_Matrix)

Armstrong, G., & Kotler, P. (2015a). Marketing: an introduction (Twelfth edition). Pearson. <http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9781292066028>

Armstrong, G., & Kotler, P. (2015b). Marketing: an introduction (Twelfth edition). Pearson. <http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9781292066028>

CABI. (n.d.). 'Visit Soon': Australia targets VFR market in new campaign. <https://www.cabi.org/leisuretourism/news/23763>

Cabiddu, Francesca, Lui, Tsz-Wai, Piccoli, Gabriele. (2013). MANAGING VALUE CO-CREATION IN THE TOURISM INDUSTRY. *Annals of Tourism Research*, 42. <https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=sph&AN=89279626&site=eds-live&scope=site>

Campelo, A. & Edward Elgar Publishing. (n.d.). Handbook on place branding and marketing. Edward Elgar Publishing Limited. <https://uoelibrary.idm.oclc.org/login?url=http://www.elgaronline.com/view/9781784718596.xml>

Cox, Carmen, Wray, Meredith. (2011). Best Practice Marketing for Regional Tourism Destinations. *Journal of Travel & Tourism Marketing*, 28(Issue 5). <https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=sph&AN=63000705&site=eds-live&scope=site>

Definition of Sustainable Tourism from UNWTO. (n.d.). <http://sdt.unwto.org/content/about-us-5>

Dwyer, Larry, Mistilis, Nina. (1999). Development of MICE Tourism in Australia. *Journal of Convention & Exhibition Management*, 1(Issue 4, p85-100), 85-100. <https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=75930971&site=eds-live&scope=site>

Han, Wei, McCabe, Scott, Wang, Yi, Chong, Alain, Yee, Loong. (2018). Evaluating user-generated content in social media: an effective approach to encourage greater pro-environmental behavior in tourism? *JOURNAL OF SUSTAINABLE*. <https://doi.org/10.1080/09669582.2017.1372442>

Hastings, G., & Domegan, C. (2018a). Social marketing: rebels with a cause (Third edition). Routledge.

<http://www.taylorfrancis.com/start-session?idp=https%3A%2F%2Felibrary.exeter.ac.uk%2Fidp%2Fshibboleth&redirectUri=https%3A%2F%2Fwww.taylorfrancis.com%2Fbooks%2F9781315648590>

Hastings, G., & Domegan, C. (2018b). *Social marketing: rebels with a cause* (Third edition). Routledge.

<http://www.taylorfrancis.com/start-session?idp=https%3A%2F%2Felibrary.exeter.ac.uk%2Fidp%2Fshibboleth&redirectUri=https%3A%2F%2Fwww.taylorfrancis.com%2Fbooks%2F9781315648590>

Hirvonen, S., & Laukkanen, T. (2014). Brand orientation in small firms: an empirical test of the impact on brand performance. *Journal of Strategic Marketing*, 22(1), 41–58.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.tandfonline.com/doi/abs/10.1080/0965254X.2013.819372>

Husbands, Winston C. (1986). Periphery resort tourism and tourist — resident stress: an example from Barbados. *Leisure Studies*, 5(Issue 2, p175-188), 175–188.  
<https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=75610201&site=eds-live&scope=site>

Law, RobQi, ShanshanLeung, Bonnie. (2008). Perceptions of Functionality and Usability on Travel Websites: The Case of Chinese Travelers. *Asia Pacific Journal of Tourism Research*, 13(Issue 4, p435-445, 11p), 435–445.  
<https://uoelibrary.idm.oclc.org/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=edb&AN=34849834&site=eds-live&scope=site>

Lu, WeilinStepchenkova, Svetlana. (2015). User-Generated Content as a Research Mode in Tourism and Hospitality Applications: Topics, Methods, and Software. *JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT*;  
<https://doi.org/10.1080/19368623.2014.907758>

McCabe, S. (2014a). *The Routledge handbook of tourism marketing*. Routledge.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

McCabe, S. (2014b). *The Routledge handbook of tourism marketing*. Routledge.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

McCabe, S. (2014c). *The Routledge handbook of tourism marketing*. Routledge.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

McCabe, S. (2014d). *The Routledge handbook of tourism marketing*. Routledge.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

McCabe, S. (2014e). *The Routledge handbook of tourism marketing*. Routledge.  
<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

McCabe, S. (2014f). *The Routledge handbook of tourism marketing*. Routledge.

<https://uoelibrary.idm.oclc.org/login?url=http://www.routledgehandbooks.com/doi/10.4324/9781315858265>

Middleton, V. T. C. (2009a). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Middleton, V. T. C. (2009b). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Middleton, V. T. C. (2009c). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Middleton, V. T. C. (2009d). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Middleton, V. T. C. (2009e). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Middleton, V. T. C. (2009f). *Marketing in travel and tourism* (4th ed).

Butterworth-Heinemann.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9780080942957>

Page, S., & Connell, J. (2014a). *Tourism: a modern synthesis* (Fourth edition). Cengage Learning.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9781473705692>

Page, S., & Connell, J. (2014b). *Tourism: a modern synthesis* (Fourth edition). Cengage Learning.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9781473705692>

Pike, S. (2016a). *Destination marketing: essentials* (Second edition). Routledge.

<http://exeter.ebib.com/patron/FullRecord.aspx?p=4218694>

Pike, S. (2016b). *Destination marketing: essentials* (Second edition). Routledge.

<http://exeter.ebib.com/patron/FullRecord.aspx?p=4218694>

Porter's generic strategies - Wikipedia. (n.d.).

[https://en.wikipedia.org/wiki/Porter%27s\\_generic\\_strategies](https://en.wikipedia.org/wiki/Porter%27s_generic_strategies)

Rob LawDimitrios BuhalisCihan Cobanoglu. (2014). Progress on information and communication technologies in hospitality and tourism. *International Journal of Contemporary Hospitality*, 26(5), 727-750. <https://doi.org/10.1108/IJCHM-08-2013-0367>

Solomon, M. R., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2016). *Consumer behaviour: a European perspective* (Sixth edition). Pearson.

<http://www.vlebooks.com/vleweb/product/openreader?id=Exeter&isbn=9781292116754>

SpringerLink (Online service). (2016). Encyclopedia of Tourism (J. Jafari & H. Xiao, Eds.). Springer International Publishing.  
<https://fso.springer.com/federation/init?entityId=https%3A%2F%2Flibrary.exeter.ac.uk%2Fidp%2Fshibboleth&returnUrl=https://link.springer.com/referencework/10.1007/978-3-319-01384-8>

Tourism WA marketing - YouTube. (n.d.). [https://www.youtube.com/watch?v=3c\\_F2xPSC-g](https://www.youtube.com/watch?v=3c_F2xPSC-g)

Travel & Tourism Global Economic Impact & Issues. (2018).  
[https://www.google.com/url?sa=t&rc=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwjYwvbeu4vfAhWJUxUIHaXRCvoQFjAAegQICBAC&url=https%3A%2F%2Fwww.wttc.org%2F-%2Fmedia%2Ffiles%2Freports%2Feconomic-impact-research%2Fdocuments-2018%2Fglobal-economic-impact-and-issues-2018-eng.pdf&usg=AOvVaw0XAjJrFVksj8SI4Ud2e0\\_](https://www.google.com/url?sa=t&rc=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwjYwvbeu4vfAhWJUxUIHaXRCvoQFjAAegQICBAC&url=https%3A%2F%2Fwww.wttc.org%2F-%2Fmedia%2Ffiles%2Freports%2Feconomic-impact-research%2Fdocuments-2018%2Fglobal-economic-impact-and-issues-2018-eng.pdf&usg=AOvVaw0XAjJrFVksj8SI4Ud2e0_)

Ukpabi, Dandison C. Karjaluoto, Heikki. (2018). What drives travelers' adoption of user-generated content? A literature review. TOURISM MANAGEMENT PERSPECTIVES;  
<https://doi.org/10.1016/j.tmp.2018.03.006>

UNWTO Tourism Highlights: 2018 Edition | World Tourism Organization. (n.d.).  
<https://www.e-unwto.org/doi/book/10.18111/9789284419876>

Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. Journal of the Academy of Marketing Science, 36(1), 1–10.  
<https://uoelibrary.idm.oclc.org/login?url=http://link.springer.com/article/10.1007/s11747-007-0069-6>

Vogt, Christine A.1 vogtc@msu.edu. (2011). Customer Relationship Management in Tourism: Management Needs and Research Applications. Journal of Travel Research., 50 (Issue 4), 356–364. <https://doi.org/10.1177/0047287510368140>

Wang, Y., Pizam, A., & ProQuest (Firm). (2011). Destination marketing and management: theories and applications. CAB International.  
<http://ebookcentral.proquest.com/lib/exeter/detail.action?docID=772203>

Your place or mine? - YouTube. (n.d.). <https://www.youtube.com/watch?v=aD7lqLfivtU>