



## International case studies in tourism marketing

edited by G. Aktaş and M. Kozak (Eds.), Routledge, 2022, 244 pp., EUR € 52.99, DOI: 10.4324/9781003182856, ISBN: 978-1-003-18285-6

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## BOOK REVIEW

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In *International Case Studies in Tourism Marketing*, the authors take a diversified approach based on various tourism topics widely found in the curricula of higher education programs. This publication, part of the Routledge International Case Studies in Tourism series, is a handbook that provides great detail on the implementation of a total of 27 cases. In each case, a descriptive report of their implementation, the methods applied and the expected results are presented. The descriptive account of the implementation of the cases allows lecturers in the field to reproduce these pedagogical experiences, adapting them to their specific contexts. The international character of the book is equally enriching in this sense, allowing the sharing of experiences and knowledge applied on a global scale, including examples from countries on five continents, with a greater representation of European cases.

At the level of structure, each of the cases is well organized and structured, assisting the author along the reading. A similar framework is respected in all cases, containing indications regarding the duration of the implementation of the case (regarding the number of sessions, e. g.), the learning objectives, identifying the target audience, describing the teaching methods, sampling and equipment, and finally the detailed and clear presentation of the case, with a description of the various stages of implementation foreseen. Moreover, the structure of each case consistently interlinks theoretical and conceptual dimensions, which are combined with practical solutions and contributions to the teaching-learning process. Each case closes with further reading and research suggestions. As a result, the book takes on a highly pedagogical character, providing detailed implementation instructions for the lecturer, with detailed and guiding information for the exploration of each case with the aim of maximizing student participation, and autonomous learning. It is this very aspect that is the innovative character of the book.

In the set of cases described in the book, it is possible to group them according to their scope by tourism subsectors, such as events (cases 1 and 3); hospitality business (Hotels, resorts and Airbnb) (cases 2, 6, 12, 16, 22, and 23); destination and crisis management (cases 4, 8, 9, 11, 18, 19, 20, and 25); theme parks, wellness and rural tourism (cases 5, 10 and 14); transportation (cases 7 and 17); travel agencies and tours operators (cases 13, 22, and 27); wine and gastronomic tourism (cases 14 and 15); food & beverage businesses (cases 15 and 26) and tourist guiding (case 21).

In terms of teaching-learning strategies and methodologies, among the book chapters, there is the use of focus groups (case 1); interviewing, brainstorming and snowball techniques (cases 2, 6, 8, 16, 18, and 20); mind mapping and problem-solving (case 3); role-playing and group discussion (cases 4, 9, 10, 13, 15, 17, 18, 19, 20, 21, 22, 23, 24, 25, and 27); analytical method (case 5); critical thinking (case 7); application of the scientific method with empirical study development (survey design and quantitative research) and collaborative based learning (CBL) (cases 11 and 26); flipped classroom (case 12); and website research and online navigation (cases 14 and 15). A further interesting factor is that most of the cases selected in the book can be adapted to different degrees, from bachelor, master, doctorate, or even professional training, as is quite evident in cases 2 and 11.

At the marketing level, the topics covered and the techniques developed are quite diversified, with a greater focus on service quality and client satisfaction and CRM (cases 2, 5, 6, 21, 23 and 27); no design de SWOT analysis (case 3); marketing-mix (case 4);

segmentation (cases 7, 10 and 14); tourist product innovation and experience shaping (cases 8 and 15, 17, 22); marketing campaigns, loyalty programs (cases 9 and 10, 20, and 24); benchmarking and development of social media and digital communications strategies (cases 3, 19 and 25); tourist market research (cases 11 and 12); and revenue management (RM) (cases 13 and 16).

This analysis makes evident the structural triangulation present in the book. Starting from diversified themes in tourism and hospitality, the authors selected a sum of present innovative work proposals, using active teaching-learning strategies, focusing on the development of marketing strategies by students. However, in the set of methodologies and proposals presented, it may have been missing to include examples of interdisciplinary projects, most of which are implemented in curricular units independently. The great advantage of interdisciplinary projects is to provide students with a greater articulation between different programmatic contents while developing the time management and teamwork skills of the participants. This type of project also allows the development of more ambitious and comprehensive work proposals, aided by the fact that they can have a longer implementation period.

The broad spectrum of examples, both in terms of themes and teaching methodologies, proves the adequate criteria on the selection and structuring of cases, successfully aligning form with content. Considering that the tourism and hospitality industry is in permanent transformation, presenting challenges that require extreme adaptability and innovative capabilities, the most obvious contribution of this book is its practical, objective, and detailed approach to the proposals presented, carefully designed to enable students to draw objective inferences and conclusions about the sector dynamics. It provides adequate information, tools, and means that give students the opportunity to acquire knowledge, develop knowledge and prepare them for the professional context, which is becoming increasingly demanding.

In sum, this book represents an ally to lecturers, providing valuable guidance to improve the dynamics of their classes with a set of creative strategies and active learning methodologies that can be implemented in tourism, hospitality, and marketing courses, with the advantage of being adaptable to different levels of education.

In addition, the effective and accessible writing style makes the book interesting and easy to read. In the last pages, the book presents a onomastic index, which reveals very helpful for those who look for a targeted reading.

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