

## Book Review

### *Comparative Tourism Marketing Case Studies*

Alexandru Nedelea (coord.). Abhijeet Publications,  
Delhi, India 2010, 352 p.  
ISBN 978-93-80031-62-0

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As Zygmunt Bauman (2006) put it, industrial societies have changed to new forms of production, where the social bonds not only have diminished, but also, what is more important, workforce has been recycled in a product. Indeed, workers, citizens and lay people have been transformed in commodities whose functionality to the system is given by their value alone. The primary problem here is that philosophy does not save working positions in context of crisis. When the first scholastic philosophers wrote on the Market, they envisaged long years of prosperity and happiness for everyone. Originally, the market was not considered a mechanism of alienation and oppression as post-Marxist literature shows it was the stepping stone that would grant a major happiness for whole of people. Marketing, as the term that denotes a great link with Market today is pejoratively seen by social scientists. To our end, there is no real reason to blame marketing for human inconsistencies, or material asymmetries produced by greed. G. Klempner (2004), a major British philosopher, has evidenced that ethics, business and marketing should not be dissociated. The ten chapters of this project shed light on different cases and problems of tourism, where marketing may offer a solution. International financial crisis has produced serious imbalances

in peripheral and central economies, threatening the international financial order as never before. Urgencies of economies need solutions and answers.

This seems to be the main reason why K Stefanos examines the benefits and advantages of Greece to potentiate a hotel business. The local market is of paramount importance in this country which not only is suffering a much deeper economic depression, but also was historically a destination characterized by a high seasonability of demand. L. Elmazi and J Stojanoski, rather, prefer to delve on the potentialities of advertising of Albania and Macedonia. Precisely, one of the main problems is to design a "propaganda" which dissuades audience, in a world where ads abounds. To date mouth to mouth is still the best way of promoting a product and a destination. The policies of marketing conducted by a business corporation, anyway, generate effects inside the organization. These effects are not widely studied. By the way, Elmazi acknowledges that knowing first what feel the workforce of travel agencies and wholesalers of Albania.

"The more careful and objective the evaluation of marketing research is in an organization the higher the understanding of its effect on financial performance. Despite that, less than half the

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organizations that invest resources in marketing research have formalized evaluation procedures in place. Managers should realize intuitive responses to research processes might end up in the waste or misallocation of valuable resources” (p. 80)

What this study suggests is that interviewees feel the fabrication of knowledge means power. Research for them corresponds with a tactical action of reaffirmation, which is based on positive profits. Last but not least, S. Cerovic suggests that specialists should take attention to the economic development as a catalyst of improvement. Serbia has been linked to a situation of political turmoil which affected seriously its image in the world. The state has not devoted considerable resources to boost the image of the country. This generated an inadequate structure of lodging and exchange in travel agencies while the exploration of market was not encouraged. The quality of product services in tourism was not updated according to a more standardized international demand. Therefore, a strategic plan of marketing plays a vital role in reconfiguring the landscape of the country. Competence among agencies or air-companies is of paramount importance to develop sustainable pattern to follow for all involved units. A. Stringa explores the limitations and disadvantage of air-companies in Albania to diversify competition. In a global market that is facing serious challenges, Albanian companies must adapt. To captivate the customer’s loyalty in a moment where people are subject to manifold stimuli and programs, is a very humorous task. Although we are unable to review all chapters posed in this valuable book because of time and space, some common lines are found:

- a) The consumer mind, which is a very difficult aspect of psychology, is today subject to a constant bombarding of offering, information and visual stimuli.
- b) The global conditions of competence in tourism have led agencies and companies to a complex situation in last decades. Price war represents one of the main threats international market now faces.
- c) At time some countries devotes effort and investment to promote their images, others like Albania or Serbia has serious problems to pose their image internationally. This paves the ways to question the nature of tourism. Local demand stimulation is, in this vein, a plausible solution.
- d) Exchange and an efficient monopoly of information helps policy makers to make the correct decision, but as George put it, ethics and ecology is essential to understand the roots of marketing. The community view should be taken into

consideration for governments and tourism-led planners.

- e) Marketing should focus on the community-based compromise that empowers people in the cultural values of life.
- f) The financial crisis that whips the world has increased the degree of uncertainty in the markets. Psychologically, this constraints the consumption and demand of services.

As this book shows, marketing is a significant tool to solve the inconsistencies of tourism businesses simply because it organizes the resources according to a fixed goal. In context of uncertainty, a planned long-term action may mark the onset on success or failure. Marketing as a discipline, therefore, depends on the engineering that goes beyond the hegemony of financial techniques. The volatile nature of tourism and its intangibility poses serious problems for policy makers to articulate success plans of enhancement for international destination. What this book reminds me, personally, is not only I departed from a prejudice respecting to this discipline, but the benefits of introducing ethics in the field of management and marketing. Nedelea’s work evidences the needs of introducing ethics in marketing design as well as the hopes a new view of social marketing still is possible.

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*Recibido:* 04/10/2013  
*Aceptado:* 14/11/2013  
*Sometido a evaluación por pares anónimos*