



Advertising in Tourism and Leisure

Nigel Morgan, Annette Pritchard

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'Advertising in Leisure and Tourism' brings together the current thinking in this area, via extensive international case studies, to provide a critical appraisal of the potential of advertising in leisure and tourism.

Arranged in three parts, the book introduces the role of advertising, evaluating its relationship within other aspects of tourism and leisure marketing; the techniques used: advertising a range of products to key market segments; and new strategic directions in advertising. It focuses on the new destination marketing strategy of branding and assesses the relationship between advertising and other increasing important areas of promotion, including sponsorship, ambient marketing and sales promotion.

Advertising and marketing professionals in the leisure industries and undergraduates on marketing-related modules in tourism, leisure and hospitality courses will find this an invaluable text. Since the case studies are drawn from an international field, readers will be able to assess best practice from a variety of sources and countries.

Dr Nigel Morgan is Principal Lecturer in Hospitality, Leisure and Tourism and Annette Pritchard is Senior Lecturer at School of Leisure and Tourism, at the University of Wales Institute, Cardiff.

One of the only specialist Tourism/Leisure advertising texts on the market

Use of International case studies drawn from the 1999 International Festival of Leisure and Tourism

Advertising to highlight good and bad practice

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