# Table of contents

*Peter Keller*
Introduction ........................................................................................................................................................................ 1

**Section 1:**
**Volatile demand and recovery marketing**

*Richard Butler*
Volatile demand for tourism? - We can only market efficiently to what we know, rather than to what we imagine ................................................................. 13

*Ulf Sonntag*
"Volatile" tourism consumer = Stable tourism market? - Market research results on the demand side of the German holiday market ........................................ 23

*Lindsay Turner, Chau Jo Vu, Stephen F. Witt*
Recovery marketing after tourism shocks ........................................................................................................................... 35

**Section 2:**
**Proliferation of destinations and need for branding**

*Ed Brooker, Frank M. Go*
The relationship between branding and innovation: The SMTE perspective...... 53

*Mike Peters, Klaus Weiermair, Phunthumadee Katawandee*
Strategic brand management of tourism destinations: Creating emotions and meaningful intangibles ........................................................................................................... 65

*Peter Williams, Jennifer Reilly, Wolfgang Haider*
Destination branding and skier environmental attitudes .......................................................... 81
### Section 3:
**Pricing in conditions of global competition**

*Philipp E. Boksberger, Brandon Chan*
Customer value based pricing in tourism and hospitality - Peninsula Bankok's conceptual approach ................................................................. 95

*Frieda Raich, Harald Pechlaner, Barbara Hölzl*
Price satisfaction in the hotel industry ................................................... 107

### Section 4:
**Higher customer value and IT based distribution channels**

*Arja Lemmetyinen, Reima Suomi*
Cooperation of small enterprises in a web-based tourism network - case of the Old Mail Road in Finland, Aland and Sweden ................................. 119

*Miriam Scaglione, Roland Schegg, Jamie Murphy*
Investigating website performance in Valais' hospitality industry ............. 131

### Section 5:
**Methods to increase marketing management efficiency**

*Pietro Beritelli, Christian Laesser, Fabian Widmann*
Making sense of destination promotion - On the impact of promotional measures on overnight stays and income from tourism ......................... 145

*Raija Komppula, Anja Tuohino, Arvo Peltonen, Seppo Aho*
Does image-research contribute to operative marketing planning; case Finland ................................................................................................. 159

*Arja Lemmetyinen, Frank M. Go, Ed Brooker*
Integrated marketing efficiency through co-innovation process - tools for managing the destination marketing organization ............................ 173

*Egon Smeral, Michael Wüger*
Improving marketing efficiency through the implementation of advanced forecasting methods: a short-term approach ................................ 183

*Karl Socher*
The contribution of the State to more efficient and effective marketing .......... 193
### Section 6:
#### Advantages of integrated promotion of places

**Manuela De Carlo, Silvia Canali**
Destination strategy and firm strategy: the overlooked link .......................... 205

**Claude Origet du Cluzeau**
Volatile tourism demand in European cities and role of local populations .... 219

**Harald Pechlaner, Elisabeth Fischer, Frank M. Go**
Identity-creating values as a basis for the integrated promotion?- The case of Ingolstadt - AUDI AG Partnership ......................................................... 231

**Tomasz Studzieniecki**
Tourism marketing in transborder regions ....................................................... 243

List of authors ....................................................................................................... 255