SMEs Marketing in the Tourism Industry

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Abstract: Tourism marketing is still a relatively young subject. Since the late 1960's a significant body of literature has begun to emerge although much is fragmented and unsophisticated. The industry is traditional, fragmented and dominated by small businesses often run by managers who have little formal marketing education or training.

The aim of this research was to assess the current marketing activities of SMEs in the tourism sector in a regional economy. Initially the study focused on the development of a conceptual model of SMEs in tourism. This was used as a framework to determine how SMEs in tourism do marketing within a regional economy. Following an examination of the literature a conceptual model was created. It was built around the key areas for research in this area, limited resources, fragmented marketing, cross-over competition and seasonality. Findings revealed that these issues had a strong influence on the scope and range of SME marketing offered in this region. Some further research and directions for the future were identified.