

1991

Tourism Marketing Case Studies: How Research is Used to Solve Actual Tourism-Related Problems

Mark A. Bonn
Florida State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

Recommended Citation

Bonn, Mark A. (1991) "Tourism Marketing Case Studies: How Research is Used to Solve Actual Tourism-Related Problems," *Visions in Leisure and Business*: Vol. 10 : No. 1 , Article 2.
Available at: <https://scholarworks.bgsu.edu/visions/vol10/iss1/2>

This Article is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

TOURISM MARKETING CASE STUDIES: HOW RESEARCH IS USED TO SOLVE ACTUAL
TOURISM-RELATED PROBLEMS

BY

DR. MARK A. BONN, DIRECTOR

INTERNATIONAL CENTER FOR HOSPITALITY RESEARCH AND DEVELOPMENT
COLLEGE OF BUSINESS
THE FLORIDA STATE UNIVERSITY
TALLAHASSEE, FLORIDA 32306-2028

As tourism gains popularity within university curricula as a subject area of study, increasing numbers of introductory textbooks have appeared. In an effort to move from an introductory level to a problem solving level there is a need for implementing a tool to accomplish this objective. Traditionally, management classes located in business schools have successfully utilized the case study approach to problem solving and concept formulation. Unfortunately, there is no one textbook or source of information available at this time that addresses tourism case studies. Although journals are replete with scholarly writings, it is often times difficult to utilize these materials to accomplish learning objectives in classroom situations due to the complexity and level of sophistication of the reported research.

With this in mind, the primary purpose of this and the next edition of Visions in Leisure and Business is to present for the first time, a collection of tourism marketing case studies that not only discuss research objectives, methodologies, and results, but apply findings to actual problems faced in today's tourism setting. The focus of these issues are case studies that are designed to be integrated in a classroom situation at the undergraduate and graduate levels. Leading scholars have been extremely receptive and willing to support this concept through their contributions which follow.

Examples utilized in these special editions encompass case studies on the ski industries in Canada and the southern United States; historic sites as tourism attractions; the film industry of Rhode Island; rural tourism development in Virginia; an economic impact study and visitor profile analysis of a seasonal exhibit in Florida; a yearly farm festival in Pennsylvania; state level research utilized by travel offices in the United States; and utilizing a private corporation to develop community tourism in Wisconsin.

There are so many other good potential case studies that can be developed for use in tourism curricula. It is the intent of this guest editor to explore the feasibility and demand for a tourism case study textbook utilizing these author's contributions as a foundation for expansion.

Although there are many examples of good tourism related case studies, one of the problems that was immediately identified at the outset was the issue of confidentiality and proprietary nature of study results. Upon examining case studies in popular strategic management textbooks, it was concluded that many case studies were dated with respect to budgetary and financial information. Often times this is a result of the proprietary nature of research, and only after materials have become obsolete are they permitted to be published. These case studies utilized in these special issues have overcome this problem and hopefully will provide the readership with usefulness over a long period of time.

As guest editor I would like to personally thank all of the authors who contributed to the success of these editions. I thank you for your timeliness, professionalism, and dedication.