



Algunas aproximaciones a las paradojas de la comunicación turística: de lo global a lo local, de la marca a la empresa [

2016

text (article)

Analítica

This article carries out an analysis of some of the paradoxes presented today in the tourist communication. Along the 20th century, tourist communication has moved between contradictory forces that have pushed the way to make tourism advertising to the side of the global or to the side of the local, depending on the dominant conceptions and the context at any given time. At first, it is remembered the profound influence exercised by the Unique Selling Proposition (UPS) which contributed to a certain standardization of the market, with undifferentiated products and a global advertising. At the same time, the shortcomings identified on this universal advertising way, have highlighted the need to also take into consideration the local and particular aspects, therefore adapted products and more segmented and differentiated communications. On the other hand, the emergence of multi-channel communication in response to technological advances and economic crisis, has not solved this paradox that continues today. This oscillation between the global and the local has not yet led to an integrated tourism communication model, which is able to overcome the contradictions and paradoxes in that axis. This situation is joined by a second paradox that concerns the relationship between the brand and the company in the short and in the long term. The market development, influenced by economic difficulties and numerous business changes in the tourism sector, has made businesses primarily to pay attention to the economics of short-term, seeking profitability and survival of the company. With it, the marketing efforts necessary to build the brand image which contribute to its long-term stability have been neglected. As in the first paradox, in this second one, effective formulas that take into account both aspects have neither been found nowadays. Therefore, the effectiveness of the tourist communication in the future depends on being able to integrate these paradoxical dimensions in int

This article carries out an analysis of some of the paradoxes presented today in the tourist communication. Along the 20th century, tourist communication has moved between contradictory forces that have pushed the way to make tourism advertising to the side of the global or to the side of the local, depending on the dominant conceptions and the context at any given time. At first, it is remembered the profound influence exercised by the Unique Selling Proposition (UPS) which contributed to a certain standardization of the market, with undifferentiated products and a global advertising. At the same time, the shortcomings identified on this universal advertising way, have highlighted the need to also take into consideration the local and particular aspects, therefore adapted products and more segmented and differentiated communications. On the other hand, the emergence of multi-channel communication in response to technological advances and economic crisis, has not solved this paradox that continues today. This oscillation between the global and the local has not yet led to an integrated tourism communication model, which is able to overcome the contradictions and paradoxes in

that axis. This situation is joined by a second paradox that concerns the relationship between the brand and the company in the short and in the long term. The market development, influenced by economic difficulties and numerous business changes in the tourism sector, has made businesses primarily to pay attention to the economics of short-term, seeking profitability and survival of the company. With it, the marketing efforts necessary to build the brand image which contribute to its long-term stability have been neglected. As in the first paradox, in this second one, effective formulas that take into account both aspects have neither been found nowadays. Therefore, the effectiveness of the tourist communication in the future depends on being able to integrate these paradoxical dimensions in int

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzM4NDU5ODU>

Título: Algunas aproximaciones a las paradojas de la comunicación turística: de lo global a lo local, de la marca a la empresa [electronic resource]

Editorial: 2016

Tipo Audiovisual: comunicación turística publicidad marketing turístico comunicación multicanal marca Tourist communication advertising tourism marketing multi channel communication branding

Documento fuente: aDResearch: Revista Internacional de Investigación en Comunicación, ISSN 1889-7304, Nº. 13, 2016, pags. 74-89

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: aDResearch: Revista Internacional de Investigación en Comunicación, ISSN 1889-7304, Nº. 13, 2016, pags. 74-89

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es