

Preface and Summary

As in previous years, the 2010 ITB Berlin Convention addressed the most important issues affecting the structure of the global tourism and travel industry in a series of lectures and panel discussions. This compilation unites the highlights of the convention in articles prepared by renowned professionals and scientists from the industry. Readers may benefit from this comprehensive vision of the developments that are shaping the structure of the global tourism industry today and in the future. This book is indispensable for tourism and travel professionals as well as for academics and students analyzing current global tourism and travel trends.

The first chapter describes the status quo of the tourism and travel industry. The World Travel Monitor represents the world's largest and most important travel survey; it conducts interviews in over 50 countries worldwide. Rolf Freitag and Dennis Pyka provide insight concerning data of worldwide and European travel behaviour and travel trends that are dominating the market. The GfK Group, one of the largest market research companies in the world, observes the booking behaviour in European travel agencies in real time. Stefan Nigg describes the latest changes in the European tourists' booking behaviour. During the financial and economic crisis the travel behaviour in many countries may be described as "closer, shorter, cheaper". Ulrich Reinhardt investigates whether this trend will continue during the economic recovery. Christoph B. Melchers and Patricia Moser discuss the special aspect whether holiday-makers can relax at all in close-by destinations or whether this requires a greater physical distance.

The second chapter deals with particular aspects of the global aviation industry. Jürgen Ringbeck and Daniel Röska show the correlation between climate change and air traffic. They report on the latest developments concerning emission trading in air traffic. Airports are confronted with a lack of acceptance on the part of the population. Ralph Beisel shows how airports can obtain the acceptance of the population in the airport's surroundings. A global mega trend among airlines is described by Jay Sorensen. Based on the model of the low cost carriers, more and more airlines are generating ancillary revenues through "à-la-carte pricing". Jens Flottau deals with the growing importance and new position of Air Berlin in Europe.

The third chapter is dedicated to the hospitality industry. Andreas Walmsley shows avoidance and adaptation strategies of the hospitality industry towards climate change. Andreas Reiter asks whether ecological leadership is a successful strategy to open up the growing market of ecologically sensitive customers. David

Ruetz and Macy Marvel analyse the market segment of budget hotels in detail. They have collated a whole host of data on this booming segment. Geoff Marée demonstrates how to stimulate innovations in the hospitality industry.

Chapter four deals with selected aspects of destination management. First, Vural Öger shows the challenges touristic destinations have to face. Special attention is paid to the aspect of sustainability in destinations. Christoph Engl demonstrates how professional brand management works by using the best practice example of Southern Tyrol. Social media marketing is a globally present trend. Wolfgang Arlt and Jens Thraenhardt investigate the Chinese source market and ask: Is social media marketing also suitable for attracting Chinese tourists? It can be assumed that tourism supports the fight against poverty in developing countries. Ralph Kadel, Mirjam Rödl and Thomas Wollenzien examine the economic impacts of tourism in Africa.

The fifth chapter deals with current issues of marketing management. Thomas Helbing shows how a stronger individualisation of product and communication can be successful in tourism. Thomas C. Wilde investigates social media applications and their impact on journalism and public relations in the tourism industry. In tourism, too, the luxury segment is of great importance. Klaus-Dieter Koch ventures a prediction on the luxury segment's future development. Successful marketing knows how to advance into new market segments and how to exploit them. Thomas Bömkes shows how first movers operate in the market segment of gay and lesbian tourism. Marcus Herntrei and Harald Pechlaner analyse the potential role of the church as a partner for commercial offers in the market segment of spiritual tourism. The overlap between spiritual tourism and health tourism is examined by Alexandra Graf.

Chapter six deals with business travel management. Stefan Vorndran tries to resolve the important question how business travel will look like after the financial and economic crisis. Ewald Brochhausen has investigated that mobility costs are frequently not ascertained reliably. His article encourages the usage of new measurement concepts for mobility costs. Ernst-Otto Thiesing suggests approaches measuring the return on investment of business trips. The popularity of events is steadily increasing, but methods of event controlling are still in their infancy. Stefan Luppold and Hans Rück report on the latest developments in research and elaborate new controlling concepts.

The seventh chapter deals with the question whether corporate social responsibility (CSR) helps or hinders the tourism industry. Michael Hopkins first explains the term and the concept of corporate social responsibility. Results of an empirical survey on customer expectations and supplier image conducted by the GfK Group are presented by Wolfgang Adlwarth. Christoph Willers and Agata Kulik investigate the often-perceived phenomenon of companies preferring "greenwashing" to understanding CSR activities as an extensive strategy. The correlation between money markets and CSR is examined by Tobias Luthe and Markus Schuckert.

Chapter eight sees beyond the end of the tourism industry's nose. Monika Matschnig underlines the importance and workings of body language, often un-

derestimated in the internationally characterised tourism industry. Lenny Ravich and Avi Liran show the vast importance of another human means of expression, humour, for the quality of service products.

This work could not have been achieved without the remarkable dedication on behalf of the authors, who for the most part have taken on executive positions in the tourism economy. Special thanks go to Pia Viehl and Katrin Tittel from the Department of Tourism and Transportation, Worms University of Applied Sciences. They tirelessly dedicated themselves with extraordinary commitment, remarkable skill and well-founded expert knowledge to ensure timely publication of the work. In the process they never lost sight of our high quality standards and were thereby instrumental in the success of the work. Without their contribution, this work would not be in your hands now.

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