

Marketing in Food, Hospitality, Tourism and Events

A Critical Approach

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10 Conclusion: a manifesto for critical marketing in THEF

Introduction	194
A journey into critical marketing	194
A Manifesto for THEF Marketing: The five precepts of critical marketing	197
Conclusion	200

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10

Conclusion: a manifesto for critical marketing in THEF

■ Introduction

This book has developed a critical approach to marketing in tourism, hospitality, events and food. As stated previously, the work developed here should be used to complement traditional approaches that will be found in most generic marketing texts. This book was motivated by the recognition that although there is a growing body of work that takes a critical approach to THEF experiences, there is no text that brings together these debates into a coherent piece of work. This concluding chapter provides an overview of the book and what may be seen as a manifesto for the critical marketing movement in THEF.

■ A journey into critical marketing

The structure of this book was developed to introduce and develop the reader's knowledge of the debates that underpin critical marketing in the THEF sectors. The adoption of a multidisciplinary approach has enabled the analysis of marketing as a management, social, cultural, economic and individual process and practice. The chapter structure and content was constructed in a manner so as to develop a progression in the understanding and knowledge of

marketing in the THEF arena. It is possible to organise the chapters into three distinct but overlapping debates, these were:

■ **Understanding experience and the consumer (Chs. 2–4)**

This part first located and explored the experience of THEF, how and why it is so significant for the individual consumer, and how its significance has become embedded socially, culturally and historically. Chapter 2 enables the reader or practitioner to understand their sector and how this differs from other consumer experiences. Chapters 3 and 4 take a more practical approach to locating the critical considerations developed in this book within the traditional approaches and debates that dominate and structure contemporary practices. This is important as the themes developed in this book need to work alongside and complement this traditional approach to marketing. Chapter 4 identifies the various types of resources that impact upon the way in which the individual consumer relates to THEF products, experiences and marketing practices, this is key in developing the concept that all consumers are individuals with differing desires, needs and wants. In conclusion, this section sets up the debates that permeate throughout the book and recognise that an interdisciplinary and holistic approach to marketing can create effective and insightful practices.

■ **The consumer as individual (Chs 5–8)**

This part explores the individual's relationship to the product, the consumption process and how they negotiate marketing practices. Just as the first part located the THEF product or experience, this part locates the consumer at the centre of marketing practice. Chapter 5 explores how the consumer selects, acquires and consumes products and experiences within the marketing process. It also examines the various personal factors that inform this, as a consequence this engagement with marketing and THEF becomes a variable and very personal project. This theme is further developed in Chapter 6 which analyses how the individual's knowledge of products and