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Conclusion

■ Introduction

This book has built on the first edition by further developing the critical approach to marketing in THEF. As stated previously, the work developed here should be used to complement traditional approaches that will be found in most general marketing texts. This book is 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 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

Like the first edition of this book, the order of the chapters was intended to introduce and develop the reader's knowledge of the debates that underpin critical marketing in the THEF sectors. The adoption of a multi-disciplinary approach enables 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 four distinct but overlapping debates:

Marketing, exchange and co-creation of experiences (Chapters 2-3)

These chapters add to the approach presented in the first edition of this book by further developing the idea of THEF marketing to

encompass wider established marketing debates. Chapter 2 explores how the exchange perspective still remains the dominant discourse within contemporary marketing studies and how the construction of the marketing offer is used to produce or reduce value. It is important to undertake this process as it enables the idea of THEF marketing presented within this book to be both located in and to contribute to more traditional understanding of the marketing process. Chapter 3 introduces a perspective for marketing that is profoundly different from that which was described in the previous chapter, yet is critical to both the process of marketing and our understanding of the role of the consumer. Essentially this perspective moves marketing on from a discipline underscored by exchange of value towards one that can be better explained by the concepts of interaction and the exchange of service, whereby it is possible to recognise that both experience and value is co-created. In making this conceptual shift we demonstrate that many of the foundational constructs and assumptions underlying the exchange paradigm have been recast, and follow by arguing that as a result so should the way in which we think about marketing. The impact of this is that it challenges and reformulates practice across our sectors which must also align with this re-orientation and shift in logic. Importantly to aid this shift, the language of marketing needs to be changed to accommodate the essence and underlying characteristics and features of these changes.

Marketing, culture, experience and resources (Chapters 4-6)

Chapters 4 and 5 form important parts of this book as they recognise that marketing cannot be separated from the society and culture in which they are located and additionally that THEF marketing is underpinned by a set of understandings and practices that make it a distinctive and unique area of marketing activity. Chapter 4 builds upon the preceding two chapters by introducing the important idea that both marketing and consumption are fundamentally cultural activities. By this we mean that the marketing and consumption of THEF products and services not only create value but also mediate and (re)produce socio-cultural meaning and values. Additionally, this chapter further locates the consumer by examining their motivations