

NEUROMARKETING POTENTIAL FOR TOURIST DESTINATION BRAND POSITIONING

Neven Šerić
Marijana Jurišić
Duje Petričević

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Abstract

Throughout the last ten years, neuromarketing has been developing as a completely new branch of marketing. Considering the characteristics of tourism as a complex social construct, an assumption stands that a neuromarketing research can have a significant potential for optimizing the destination offer to match the desired perception of potential guests. The appliance of neuromarketing tourism market research thus assumes a novel conceptual approach, one that quite differs from the standard. The secondary data on the application of numerous neuromarketing techniques was gathered from articles, monographs and other relevant sources. Also, descriptive, comparative and compiling research methods were used. Primary research consisted of an in-depth interview with a group of tourism board representatives and a non-random, purposive sample of expert tourism workers, who filled a survey on their attitudes toward suitability and applicability of the neuromarketing research techniques. Neuromarketing techniques should be used, by only in tandem with the standard research methodology, primarily conducted by marketing staff, with physicians assisting in MRI imaging interpretation and technology support. These projects should be conducted on a national level, for the research is capital intensive and its results have a wide area of repercussions. When consulting available databases, no research has been found dealing with the application of neuromarketing in destination's brand management. The contribution thus consists of the comparison carried out, between neuromarketing techniques and the neuromarketing potential, and the standard research methods, valued and contrasted to the emerging discipline of neuromarketing.

Keywords neuromarketing, positioning, tourism, brand, destination

Neven Šerić, PhD, Associate Professor
University of Split, Faculty of Economics
Cvite Fiskovića 5, Split, Croatia
Phone: ++ 385 21430659
Fax: ++ 385 21 430 701
E-mail: nevseric@inet.hr

Marijana Jurišić, MSc, Doctoral Student
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Naselje Ika, Primorska 42, P.O.Box 97, Opatija, Croatia
Phone: ++ 385 98 9344 877
E-mail: marijana1308@gmail.com

Duje Petričević, MSc, Doctoral Student
University of Split, Faculty of Economics
Cvite Fiskovića 5, Split, Croatia
Phone: ++ 385 21430659
Fax: ++ 385 21 430 701
E-mail: duje_petricevic@yahoo.com