

## **ABSTRACT 35**

### **Title of talk:**

#### **Integrated Marketing Communication – Application in Tourism marketing - A Case Study of Cambodia Destination Marketing in Sweden**

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Integrated Marketing Communication (IMC) has been applied in various industries and recently in the tourism sector. This study applies IMC to marketing of Cambodia as a tourism destination in Sweden, with the special purpose to study the role of communication in bridging between Swedish travellers, local Cambodians and Cambodian destinations. The study identifies challenges in IMC concerning how to manage message sources and different interfaces between Cambodia destination marketers and Swedish target audiences in order to build a strong consistent brand. In addition to defining the target audience, product and distribution channels, the study also identifies the role of communication for anxiety reduction and sustainable tourism development.

Swedish travellers as target audience are segmented into smaller groups based on general information concerning their travelling preference and expectations. The brand identity of Cambodia destinations is projected by the Ministry of Cambodian Tourism, but perceived differently among receivers. Based on the branding and promotion strategies used by Cambodian marketers, the study suggests practical communication strategies for generating effective marketing messages to different Swedish target segments. The study also concludes that effective communication plays a critical role in reducing anxiety between Swedish travellers and Cambodian locals and that sustainable tourism can be incorporated in the Cambodia destination brand image to maximize its long-term development.