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# Guest editorial: Introduction to special issue on “history of marketing in Spain”, part I

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It is with great pleasure that we present this special issue of the *Journal of Historical Research in Marketing* (JHRM) on “History of Marketing in Spain” – part I. A thorough exploration into the intricate history of marketing in Spain in several fields is presented. As guest editors, we are thrilled to take you on a journey through time, unravelling the captivating narratives that have shaped the marketing landscape in Spain, especially in the context of tourism. The exploration goes beyond a chronological account, aiming to spotlight the lasting impact of Generation X – a generation that has witnessed and influenced the evolution of marketing practices in Spain. Besides, an analysis of the history of marketing in Spain would not be complete without contemplating the future. As we stand on the cusp of new economic, technological and societal changes, understanding our past becomes a compass for navigating the complexities of the marketing landscape in the years to come.

The first paper by Ana Isabel Jiménez-Zarco, M. Dolores Mendez-Aparicio and Alicia Izquierdo-Yusta, “Can the vital cycle explain the circular consumer journey? A historical analysis of the relationship of Spanish Generation X with emblematic brands”, analyses the life history of the Spanish Generation X over the past five decades, treating the generational cohort as a market segment. The approach involves examining the socio-economic and cultural context that has shaped Generation X’s different life stages and exploring how their relationships with brands have evolved based on their needs, desires and aspirations. The findings reveal that the customer journey can be viewed as a circular concept where the emotional ties formed with a brand in childhood continue to influence purchasing decisions in adulthood. From a social perspective, the paper underscores the power of brands as expressions of individuals’ needs, tastes or preferences throughout their life cycles.

In the second paper, “Spain is different! An analysis of the promotion strategies in the tourism industry in Spain”, Juan José Blázquez-Resino, María Pilar Martínez-Ruiz and Ana Isabel Muro Rodríguez provide an exhaustive analysis of the promotion strategies implemented in Spain’s tourism industry from the late 19th century to the present day. The paper examines the progression of these strategies and their implications for the industry, focusing on the shift from traditional marketing approaches to more contemporary strategies influenced by sustainability, consumer values and information and communication technologies. The research emphasises the significance of considering international context, technological changes and customer needs in formulating promotion strategies. Spain is a top tourist destination, which has a strong impact on income and employment levels. Therefore, analysing communication campaigns in the tourism industry is crucial for its management and success.

The third paper by Macarena Orgilés-Amorós, Felipe Ruiz-Moreno, Gabriel I. Penagos-Londoño and María Tabuena-Cuevas, “Twitter Killed the Media Star: A Historical Evolution of Marketing Communication used by Spanish Universities”, discusses the increasing adoption of marketing-oriented approaches by Spanish higher education institutions in recent decades. The study aims to examine the historical evolution of communication techniques used by universities, with a specific focus on the significance of social media, especially Twitter, in the most recent decades. The research methodology



involves a comprehensive analysis of historical data to understand the evolution of marketing and communication actions in universities, contextualised within broader social, political and technological innovations. The findings provide valuable insights into the evolution of marketing communication strategies in Spanish universities, emphasising the role of social media and specific content on maximising impact and engagement.

In the fourth paper, “Creation of mass sun-and-beach tourism in Spain: the definition of the tourist product through architecture”, Joan Carles Cirer Costa explores Spain’s remarkable success in developing mass tourism during the period from 1950 to 1965. The study delves into the characteristics of tourist accommodations in Majorca and Ibiza, using both general statistics and detailed descriptions of two contrasting hotel projects. The first design represents a missed opportunity for enclave-type tourist destinations, whereas the second design exemplifies the ideal establishment for the exploitation of mass tourism in open destinations. The findings underscore the explosive success of mass tourism in Spain, attributed to the local business community’s ability to offer an exceptionally attractive product. The paper’s originality lies in using architectural designs as a central axis to describe and analyse the evolution of tourism in Spain.

The fifth paper, “Mapping Spain: A Historical Longitudinal Analysis of Tourism Research” by Jesús Martínez-Navarro, Fernando Campayo-Sánchez and Liudmila Ostrovskaya Fedorova, provides an extensive analysis of the development of tourism research in Spain. The authors explore a range of research questions, such as the growth of scientific publications and the most productive journals in this field, the key contributors in this area and the impact of scientific documents related to tourism in Spain. The study also identifies the primary research themes and their evolution over time. The paper highlights the multidisciplinary nature of tourism research, the emergence of academic journals focused on tourism and the growing importance and recognition of tourism as a significant academic subject. In addition, it discusses the evolution of thematic clusters and the increasing concern for climate change and resource conservation reflected in the identified topics.

This issue presents a comprehensive array of research papers that contribute significantly to our understanding of various aspects of Spain’s socio-economic environment and its impact on marketing, tourism and higher education. We hope these insights not only illuminate the historical trajectory but also inspire future endeavours to spotlight the significance of each generation in marketing practices, to use new social media in the communications strategies of higher education institutions and to promote the dynamic interaction between marketing and tourism as a key aspect that highlights how Spain’s historical, cultural and natural assets have been effectively marketed to captivate a global audience.

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