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5-Tourism Marketing

1-Introduction

Tourism marketing refers to the process of promoting and selling travel and hospitality products and services to potential customers. The goal of tourism marketing is to increase awareness and interest in destinations, attractions, accommodations, and other travel-related offerings, and ultimately drive demand and revenue.

Tourism marketing involves a wide range of strategies and tactics, including advertising, public relations, events, and promotions. These strategies are designed to reach specific target markets, such as leisure travelers, business travelers, and adventure travelers, and to communicate the unique features and benefits of the offerings.

Tourism marketing also involves research and analysis to understand the needs, preferences, and behaviors of target markets. This information is used to develop marketing plans that resonate with customers and effectively communicate the value proposition of the offerings.

Effective tourism marketing requires a comprehensive understanding of the competitive landscape, the target market, and the strengths and weaknesses of the offerings. It also requires continuous monitoring and adjustment of marketing strategies based on changes in the market, customer needs, and business objectives. By doing so, tourism marketers can successfully promote their offerings and drive demand and revenue.[1]

2-Definition of Tourism Marketing

Tourism marketing is a term which is used to refer to that business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention center anything.

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[1] Shubham Yadav. Concept of Tourism Marketing. Tourism Geography / February 14, 2023
https://geographicbook.com/concept-of-tourism-marketing/#google_vignette

Tourism marketing is the process of promoting a destination, tourist attraction, or tourism-related business to potential travelers in order to increase their interest in visiting the location and generate revenue for the local economy.

Philip Kotler and John Bowen, *Authors of "Marketing for Hospitality and Tourism"*

"The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives."

R. T. Duetsch and J. R. Silberberg, *Authors of "Marketing Principles for the Tourism Industry"*

"The process of identifying, anticipating and satisfying tourists' needs and wants through the creation, promotion, sale and delivery of a tourism product."

J.R. Brent Ritchie and Charles R. Goeldner, *Authors of "Tourism: Principles, Practices, Philosophies"*

"The management function that identifies, anticipates and satisfies customer requirements profitably."

David Bowman and Jan Bass, *authors of "Tourism Marketing: A Strategic Approach"*

"The process of planning, promoting and distributing a destination's products to potential visitors in order to attract them to visit and increase the economic benefits to the destination."

3-Concept of Tourism Marketing

Tourism marketing refers to the promotional and advertising efforts that are made to attract travelers to a particular destination. The goal of tourism marketing is to increase awareness of the destination and create a positive image in the minds of potential tourists, which will in turn lead to an increase in the number of visitors and revenue.

Tourism marketing can take many forms, including traditional advertising (e.g., TV, print, and outdoor), digital marketing (e.g., social media, search engine optimization, and email marketing), public relations, and events and promotions. The key to successful tourism

marketing is understanding the target audience and delivering messages that resonate with them.

Marketing efforts can focus on promoting a specific aspect of the destination, such as its history, culture, natural beauty, or adventure opportunities. They may also promote the destination as a whole, highlighting its unique features and benefits compared to other destinations.

In addition to attracting visitors, tourism marketing can also help to build brand awareness and reputation for the destination, which can be especially important for destinations that are lesser known or facing competition from other popular destinations.

Overall, tourism marketing plays a critical role in the success of a destination and helps to generate economic and social benefits for the local community.

The concept of tourism marketing involves promoting a destination, tourist attraction, or tourism-related business to potential travelers in order to increase their interest in visiting the location and generate revenue for the local economy. It aims to create a positive image of the destination and promote its unique features and benefits to potential tourists, with the goal of increasing the number of visitors and contributing to the growth of the local tourism industry.

Tourism marketing involves a variety of marketing and advertising techniques, including online marketing, public relations, print and broadcast media, events and promotions, and more. Effective tourism marketing requires a deep understanding of the target audience and the destination's unique selling points and competitive advantages. By creating a compelling and appealing image of the destination and showcasing its strengths, tourism marketing can help to increase demand for travel to the area and support the local tourism industry.

It is important to note that tourism marketing is not just about attracting visitors, but also about creating a positive and memorable experience for travelers. Effective tourism marketing can help to provide visitors with useful information about the destination and its offerings, and promote sustainable tourism practices that benefit both the local community and the environment. Overall, the concept of tourism marketing is about promoting a destination and its offerings in a way that generates interest and revenue for the local economy, while also enhancing the travel experience for visitors.

4-What is Tourism Marketing

Tourism marketing is the process of promoting a destination, tourist attraction, or tourism-related business to potential travelers in order to increase their interest in visiting the location and generate revenue for the local economy. This can include various marketing and advertising techniques, such as online advertising, public relations, print and broadcast media, and events and promotions. The objective of tourism marketing is to create a positive image of the destination and promote its unique features and benefits to potential tourists, with the goal of increasing the number of visitors and contributing to the growth of the local tourism industry.

Tourism marketing can target different segments of travelers, including individuals, families, business travelers, and groups, and may use a variety of tactics to reach them, such as social media, search engine optimization, email marketing, and traditional advertising. Effective tourism marketing requires a deep understanding of the target audience, as well as the destination's unique selling points and competitive advantages. By creating a compelling and appealing image of the destination and showcasing its strengths, tourism marketing can help to increase demand for travel to the area and support the local tourism industry.

5-Tourism Marketing Strategies

There are several tourism marketing strategies that destinations can use to promote their offerings and attract more visitors:

Online marketing: Online marketing is one of the most effective ways to reach potential travelers. This can include search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, and email marketing. By using targeted keywords and creating engaging content, destinations can increase their visibility online and reach more potential travelers.

Public relations: A public relations is another effective marketing strategy that can help to build brand awareness and reputation for a destination. This can include media outreach, press releases, and influencer partnerships. By working with journalists, bloggers, and influencers, destinations can reach new audiences and build positive associations with their brand.

Content marketing: Content marketing involves creating and sharing educational and informative content with the goal of attracting and retaining customers. This can include blog posts, videos, and e-books that showcase the destination's unique offerings and provide valuable information to potential travelers.

Experiential marketing: Experiential marketing involves creating interactive and immersive experiences for potential travelers. This can include events, activations, and pop-up shops that bring the destination to life and help visitors to connect with the brand in a meaningful way.

Partnerships and collaborations: Partnerships and collaborations with other businesses, organizations, and destinations can help to increase brand exposure and reach new audiences. This can include co-branded marketing campaigns, joint events, and cross-promotion opportunities.

Destination branding: Effective destination branding can help to create a strong and consistent image for a destination and differentiate it from other travel destinations. This can include the creation of a destination logo, tagline, and marketing materials that showcase the destination's unique offerings and appeal to potential travelers.

These are just a few of the many tourism marketing strategies that destinations can use to promote their offerings and attract more visitors. The most effective approach will vary depending on the destination's goals, target audience, and budget, but by using a combination of these strategies, destinations can reach more travelers and generate more revenue from tourism.

6-MARKETING ENVIRONMENT :

Marketing of tourism services does not take place in an isolated vacuum. A tourism organisation exists in a context. Therefore to carry out any tourism business, it is important to understand all the factors related to the business and properly understand their impact on it. There are many environmental factors and forces which have significant impact on any business. Organisations are more dependent on their environment where:[2]

- Required resources are not widely available,

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[2] https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L19.pdf p120-122 sans auteur

- Those resources are not evenly distributed, and

- Increasing connectedness disturbs elements of the environment and the

linkage among them.

All the factors internal as well as external form the business environment. Hence, understanding the business means understanding its environment. The environment is more uncertain and more difficult to understand when:

- It is more differentiated,

-It is fast changing, and

- There are numerous interconnections among its various elements.

According to Philip Kotller, "Marketing environment consists of the internal factors and forces, which affect the company's ability to develop and maintain

successful transactions and relationships with the company's target customers".

In the words of Skinner, "Marketing environment consists of all the forces outside an organisation that directly or indirectly influences its marketing activities, includes competition, regulation, politics, society, economic conditions and technology". Marketing environment refers to all the constituent forces which exist in an environment and influence the functioning of a business unit.

The overall marketing environment is divided into two categories i.e Macro- environment and micro-environment.

a-Macro Environment

Macro environment refers to all those external factors or forces which affect the business and are beyond the control of a business organisation. These factors are political environment, economic environment, demographic environment, technological environment and socio-cultural environment. All these factors have a significant impact on the functioning of a business organisation.

Political Environment

Business decisions are strongly affected by political and legal environment of a particular state or country. Political environment consists of laws, regulations and policies that directly as well as indirectly influence business organisations.

Sometimes the laws and regulations of a country create opportunities for the business but may also create certain problems. For example, if Govt. of India allows foreign direct investment (FDI) in retail sector it would certainly affect some business houses and can also create opportunities for some entrepreneurs to start their own ventures.

Economic Environment

The economic environment refers to the consumer's purchasing power: whether the consumers have a high purchasing power or a low purchasing power. A company can successfully sell its products only when people have enough money to spend. For example during the time of inflation, the value of money goes down and it becomes difficult for consumers to purchase more products. Thus the economic environment has a power to affect the demand structure of any industry or product and tourism industry cannot be an exception in this regard.

Demographic Environment

Demographic environment refers to population, its size and growth, population across the different regions, age distribution, income levels, educational levels, household patterns, mixture of different racial groups and regional characteristics.

Marketers are interested in people because it is people who create markets for them to serve. People differ in their life styles depending on the section of the society or income group they belong to. Life style and income group determines the product people will purchase. This in turn helps business houses to design and offer a product.

Technological Environment

Almost all human activities involve technological intervention which is more prominently visible in business. Every new invention builds a new market and a new group of customers. The introduction of internet helps a tourist to book a hotel in America while sitting in a far flung area of India. The availability of latest technology at a particular destination will determine the tourist inflow for

that tourist destination.

Social & Cultural Environment

Values, beliefs, lifestyle, customs, traditions, rites, rituals, etc of a society refer to its culture. Culture is a combination of various factors which are transferred from older to younger generations. The behaviour of people is guided by their culture, family, educational institutions, languages, etc. Society is a combination of various groups with different cultures and subcultures. The behaviour of customers is affected by the cultures they live in and, therefore, it is a matter of concern for marketing managers and needs due consideration. For example, India is a mixture of various sub-cultures which forms the socio-cultural environment for business houses operating in India.

b-Micro-Environment :

Micro environment refers to all those factors which directly affect the ability of a business unit to serve its customers. In other words micro environment is the immediate environment of a firm which includes suppliers, consumers, competitors, and intermediaries.

Suppliers Suppliers are the people who provide necessary resources needed to produce goods and services. Policies of the suppliers have a significant influence over the marketing manager's decisions. A company needs to build cordial and long- term relationship with suppliers.

7-The Tourism Product :

The idea of tourism as an industry assumes the production and sale of a common product. As a service based industry, the primary products provided by businesses in the tourism industry are recreational experiences and hospitality. It includes all the elements a destination has to offer including the physical, social and cultural environments as well as attractions, transport and lodging facilities, and other travel related services. The tourism product is an experience that begins before the actual consumption of the product and in some ways continues after the consumption.[3]

[3] Cristina Jonsson. MARKETING FOR TOURISM. Tourism Marketing Basics. Chapter • January 2005.p21-22-23
https://www.researchgate.net/publication/229428573_Tourism_Marketing_Basics

What makes the tourism product unique is its complexity; it includes both tangible and intangible elements. The tangible elements being as concrete as a souvenir, an airline seat, or a dinner plate in a restaurant etc, while intangible elements being more abstract such as a feeling, climate or the friendliness of the host population.

The tourism product can be seen as being made up of three aspects; the experience, the place and the products. When buying an experience it cannot be grasped with any of the five senses, that is, one cannot taste, feel, see, smell or hear the experience. The buyer has nothing to display, to show to their friends or family, or to ever use again.

In other words, the buyer goes away empty-handed but not empty-headed because what they have is an experience to remember and to talk about (Lewis, Chambers, & Chacko, 1995). Finally, the place refers to the tourist destination where certain components of the tourism experience are consumed while the products include individual physical products such as photos, souvenirs, food, beds and location.

Perishability :

Tourism products have a high level of perishability, meaning that the products cannot be produced and stored today for future consumption. For example, if an airline seat on a specific flight, or a hotel room for a particular night is not sold, that opportunity to sell is gone forever. In other words, a seat on a specific flight or a room for a particular night cannot be stored. This is why many airlines and hotels offer stand-by rates or last-minute sales at significantly reduced prices. The profit might be less however some of the lost revenue can be recovered. The flip-side of perishability is the perpetuability of the tourism product – it can be sold over and over again. A tourist is granted the use of the product bought but not the right to own it.

Inseparability :

The service aspect of the tourism product makes it inseparable, production and consumption happens simultaneously and in the same place. The buyer must be present to experience or consume the service provided by the seller. A hotel room is produced at the same time as the guest is there consuming the product, same with a restaurant guest having a meal at a restaurant or a passenger on a flight. The entire product (service and good) is consumed on premise with the seller on hand and the customer never knows what is being bought until it has been consumed. Because of the frequent contact between the consumer and

the producer it not only leads to inconsistencies in the quality of the product but customer satisfaction levels are very much affected. As a result, every time a service is being purchased, a new risk is being assumed.

Variability :

Each interaction between producer and consumer is a unique experience affected by the human element. Individual differences among employees and among customers themselves lead to fluctuations in service (Lewis, Chambers & Chacko 1995). The mood and expectations of each individual involved in the service encounter leads to variability in the product. These human elements lead to inconsistency in the service and can lead to unsatisfying encounters. A tourist in an airplane, for example, may be looking forward to the vacation and is in a relaxed mood, expecting everything to be perfect, while the flight attendant may be stressed from long flights and overwork expecting the passenger to be sensible and understanding. However, the next encounter can be totally different and have a more positive outcome, all depending on mood and expectations.

Intangibility :

Services are experienced and can therefore not be inspected prior to purchase or consumption. Because of its intangible nature, once consumed the product itself cannot be returned if the purchase is unsatisfactory. This requires a considerable effort for marketing and distribution of these products. Also, the product cannot be sampled before purchasing which makes the tourism product a high risk product. Because the customer cannot see, compare or try out tourist products before deciding to purchase, the need for reliable pre-purchase information is very important. Word-of-mouth is therefore an important source of product information.

Other characteristics :

Simultaneous consumption is another characteristic of the tourism product. This means that, since a tourist doesn't always buy exclusive rights to use a product therefore the tourism product may be consumed by more than one tourist or group at a time. Moreover, the tourism product is not a single product but a package of goods and services which cannot survive without each other. The customer has to travel to the product rather than the product being delivered to the customer therefore the demand for tourism products is vulnerable and changes are affected by changes to foreign exchange rates and political instability. Finally, the

seasonal demand for tourism is another factor which is part of the tourism product. The bulk of demand is in July and August. Tourism marketing is therefore concerned with trying to stimulate off-peak demand to improve the visitation at the destination at quieter times.

8-The Tourism Marketing Mix :

The conventional 4Ps have been extended in recent years as certain features in relation to the marketing of tourism have become recognised as important. Several different marketing mix structures have been proposed, but the 8P model will be discussed below by focusing on the Ps that are particularly relevant to tourism. This includes an additional **4P**s; people, packaging, programming and partnership which apples to both destinations and individual companies.[4]

1-People

Tourism is all about people; the tourist, service personnel and the local population. As previously discussed under variability and intangibility, the tourist as well as the service personnel affects the tourism product. Behaviour, expectations, mood, stress etc can affect the quality of the product. Therefore staff training, appearance, commitment, customer contact etc is very important to focus on. It is also essential to keep in mind that the local population is part of the product/destination. Some Caribbean destinations are known to have warm friendly people, on which countries such as Jamaica, Bahamas and St. Lucia have built their tourism promotion (Crick, 2003).

2-Packaging

In marketing tourism there is a need to understand that the tourism product is made up of a complex set of goods and services (travel agent, airline, car rental, hotel, restaurants, museums and other attractions, taxi etc). Packaging refers to combining two or more elements of the tourism experience into one product. Tour operators provide packages with transportation, accommodation, transfers, and visits to attractions, travel insurance and other tourism components. A destination packages the tourism product by marketing bundles of different activities, attractions and events at the destination. Regional tourism organisations

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[4] Cristina Jonsson. MARKETING FOR TOURISM. Tourism Marketing Basics. Chapter • January 2005.p26-27-28
https://www.researchgate.net/publication/229428573_Tourism_Marketing_Basics

market the region as integrated packages of attractions, events, activities and other tourism related services.

3-Programming

This P focuses on how to better package events, special activities and other programmes for the customer. It aims at adding to the appeal of a destination and increasing customer spending. A number of attractions can be linked together in order to have a mix of products and experiences. In attempt to move away from standardised holiday packages programmes can be added to, for example the traditional Caribbean beach holiday package offered by tour operators.

4-Partnership

As previously discussed there is a high degree of interdependency among all tourism stakeholders and a need for cooperation. Stakeholders are coming together in partnerships such as strategic alliances. In the tourism industry this started with airlines working together across countries and continents in order to get a greater market share. The alliances have expanded to include car rental companies, hotels, restaurants and shops.

These working relationships are built not only with colleagues but sometimes also with competitors. The largest and longest established alliance is Star Alliance (see www.staralliance.com). Another example is Air Jamaica's a Frequent Flyer program, 7th Heaven, which rewards customers for trips taken which then can be used for buying an airline ticket within the same group 7th Heaven. Members of the group include Air28 Jamaica, Delta, Virgin Atlantic, Air Canada, Hertz, Island Car Rental Jamaica, Travel Master Card, and Courtleigh Manor Hotel Jamaica. There are also special airport parking discounts in Miami and Baltimore. These strategic alliances benefit the members of the group in their attempt to keep the customer, but it also benefits the customer in being awarded for their loyalty.