

**SOS POLITICAL SCIENCE AND PUBLIC
ADMINISTRATION**

MBA FA – 406(C) Optional Paper
SUBJECT NAME: MARKETING
SERVICES

UNIT-III

TOPIC NAME-TOURISM MARKETING

Tourism Marketing

Travel and tourism marketing is the systematic and coordinated execution of business policies by the both private or public and public sector tourism organizations operating at the local, regional, national, or international level to achieve the optimal satisfaction of the needs of identifiable tourist groups, and in doing so to achieve an appropriate return.

Travel agencies in the pre-deregulation, pre-liberalization, and pre-globalization era were often contended to take whatever business that come along this way and sold them on a straight commission basis without bothering about the extensive marketing.

But today the travel companies are becoming larger, more sophisticated and more automated in management. Similarly, the clients/tourists are also becoming more trained, experienced, erudite and demanding higher quality services and packages.

History

The 'marketing concept' is not very old. I came into the scene in the 2nd half of the 20th century. In the beginning, it was linked with the number of closely associated factors for achieving volume sales.

The development of the marketing concept, in fact, is the outcome of political, technological, social, economic and business pressures. However, the importance of marketing within travel and tourism industry has been the level of economic and business growth throughout the 20th century, which has led to the improvement in living standards, an enlargement of the population and an increase in discretionary income and time.

These changes have also led to the construction of infrastructure, accommodation, transport, and other recreational facilities. Within a very short period, travel and tourism have become one of the most important and leading industry in the world.

Modern tourism marketing has evolved as a business reaction to changes in the Socio-Economic environment, with the most successful tourism companies or tourism bodies have demonstrated a keen sense of providing the right of organizational structure and products offer for the visitors/tourists.

Definitions of Tourism Marketing

- According to Kotler, " **Marketing is a social and managerial process by which consumers obtain what they need and want through creating and exchanging product services and values with other.**" He has emphasized more on wants, needs, satisfaction, demand, and marketers.
- According to the British Chartered Institute of Marketing, " **It is the management process responsible for the identification, anticipating, assessing and satisfying the customer's client's requirements profitable.**"
- The modern marketing concept is not limited only to the identification and satisfaction of customers. It is a comprehensive process which encompasses research and analysis of society's as well as consumer's needs, asserts the company's resources and marketplace and delivers the products/services to those whose experience provides a set of satisfactions which are preferable to those of the competitors.

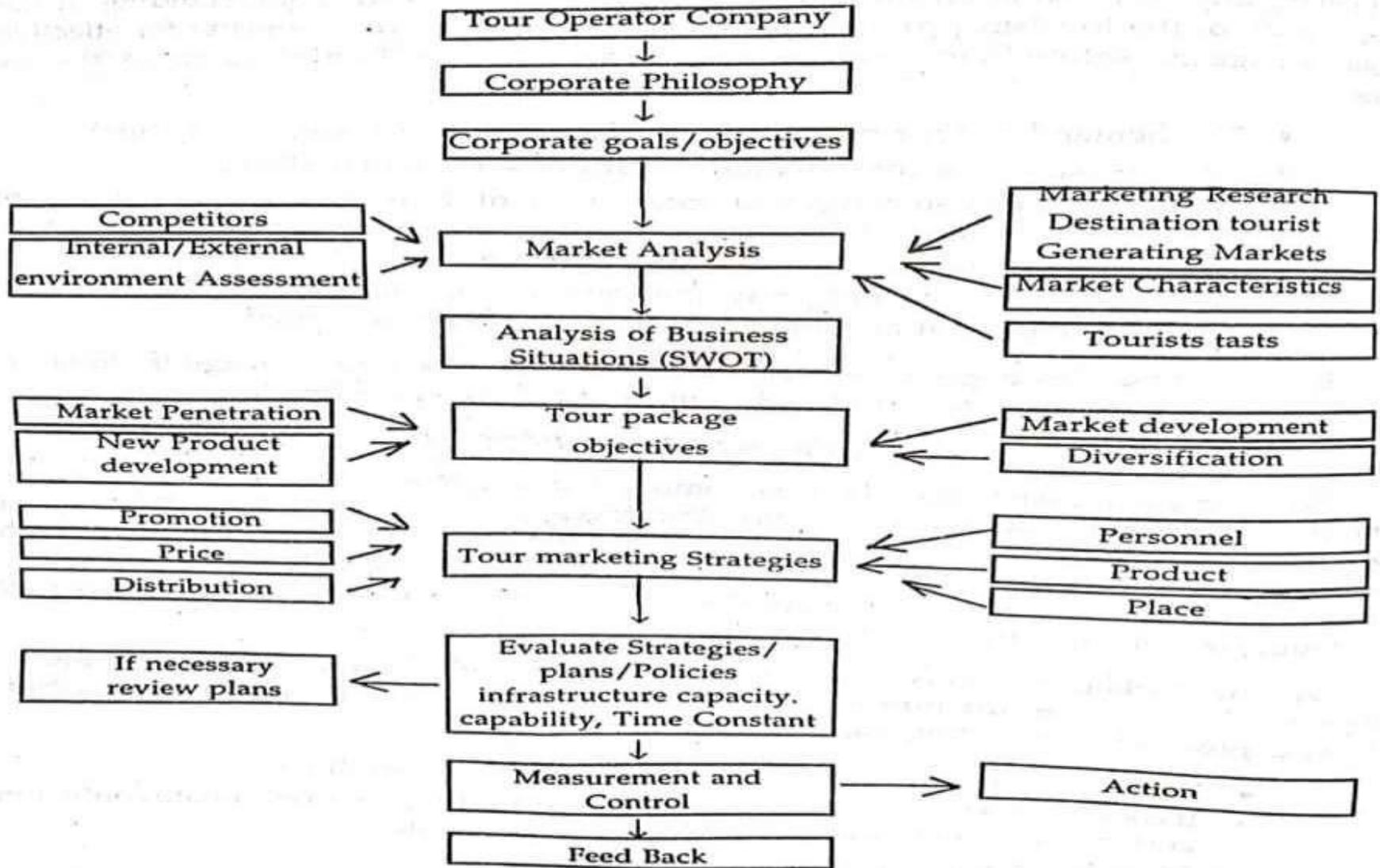
Features of Tourism Marketing

An understanding of the complexity of the tourism product concept is an essential pre-requisite for effective tour package marketing in this context. The specific features of tourism marketing are:

- The demand for tour package is highly elastic and seasonal in nature.
- Tour package is a combination of various service ingredient.
- Designing, developing and marketing of tour package a number of intermediaries are involved. Bad experience at one level can spoil the entire image of the package as well as the tour operator.
- A tourist does not only buy the tour package in advance because it is consumed and felt at the same time at a particular destination.

Tour Package Marketing

Model of Tour Marketing Planing



Marketing Mix of Tourism

The fundamental starting point for the creation of a successful tour marketing mix to ensure that the target market is clearly defined. The target market is the focus of all marketing mix activities. Generally, the marketing mix constitutes **four P's** . These four P's are following as:

1. Product
2. Price
3. Promotion
4. Place

However, besides these four P's in the tourism industry fifth P – **People, Process, Physical evidence** is also of most relevance.

1) Product

One of the most important aspects of tourism marketing is to determine the effect of the selling benefits and the other types of benefits that re-obtained by competing with their rivals in the same market.

The tourism marketers need to focus more on such destinations that provide both the business and advantages and pleasure to their customers. These pleasures depend on several factors like the ease of traveling, facilities of the hotels, nightlife of that place, activities offered and the overall culture of that place.

Thus by considering these factors, the tourism marketers will understand the areas that have to focus more on, so that tourism marketing can be done effectively.

2) Price

The price point is yet another important aspect of tourism marketing. Now many people avoid traveling due to money-related issues. And this where tourism marketing comes to save the day. Today so many apps have been developed, on which if a person books a hotel or a transport like flight or train, they get discounts. This attracts a lot of customers.

Along with the free referral marketing, they also try to give value-added services to their customers. There are some hotels that also offer free shuttle services to their visitors. Also depending on whether it is a high season or an offseason, the prices are altered.

3) Place

Now for the tourism marketing to earn a profit, deciding the location where they want to perform the marketing can play a key role in how far they can go. The place refers to that area where the products and the services can be distributed.

Now in tourism marketing, the location and the destination marketers offer their products and services to their customers through travel agents, tour operators, inside sales teas, etc. The distribution of their products and services can be done through catalogs, online websites, stores, etc.

4) Promotion

This is the fourth pillar of tourism marketing. In this numerous of different strategies and technologies are used for the promotion of any specific area or a tourist destination. In fact, the trade magazines and the meeting planners are also an efficient way for promotion purposes.

These often come with many discount coupons, brochures, etc. also they try their targeted customers to come across the ads that pop up on the website to make them aware of the various tourist places.