

Unit 1 The Principles of Tourism Marketing

Topic

Classical and tourism marketing

Defining a tourism destination, destination management and marketing overview

Uniqueness of destination management and marketing

Stakeholders in destination management

Objectives

Students should be able to:

- ❑ Pinpoint the key factors of the differences between classical marketing and tourism marketing.
- ❑ Explain the characteristics of a tourism destination.
- ❑ Define destination management and destination marketing.
- ❑ Identify and explain the roles of destination management.
- ❑ Differentiate between destination management and destination marketing.
- ❑ Categorize the stakeholders in destination management into groups.
- ❑ Explain the 10 As of successful destinations.

1. Classical and Tourism Marketing

1.1 Definition of marketing

“A process done by an organization to meet its customers’ needs”

“A systematic, continuous process of an organization for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

The traditional 4Ps of classical marketing



Product – what goods or services are offered to customers

- **Promotion** – how the producer communicates the value of its products

Price – the value of the exchange between the customer and producer

- **Placement or Place** (we can also call “distribution channel”) – how the product is delivered to the customer.

1.2 Tourism marketing

- Service and experience- oriented
- Produced by use of destination's unique physical and cultural attributes.
- Seasonality- influenced
- Relates with “destination marketing” and “destination management”.
- Require a high level of creativity and innovation
- concern “places” where marketing will need to give a desirable sense of place
- De-marketing required sometimes..

2. Defining a Tourism Destination, Destination Management and Marketing Overview

2.1 Tourism (tourist) destination characters

- A geographic area which has an administrative boundary or boundaries.
- A place where the tourist can find overnight accommodations.
- A destination mix is available for visitors.
- A tourism marketing effort exists.

- ❑ A coordinating organization structure has been created.
- ❑ An image of the place exists in tourists' minds.
- ❑ Government agencies have introduced laws and regulations.
- ❑ There is a mixture of tourism stakeholders.

2.2 Destination management and destination marketing overview

(1) Destination management



- Destination management is required to guide tourism activities in a place that has decided to use tourism for generating its economy.
- Destination management involves coordinated and integrated management of the destination mix (attractions and events, facilities, transportation, infrastructure and hospitality resources).
- Destination management organizations (DMOs) are teams of tourism professionals that lead and coordinate all tourism stakeholders.
- Effective destination management involves long- term tourism planning and continual monitoring and evaluation of the outcomes from tourism efforts.

(2) Destination marketing

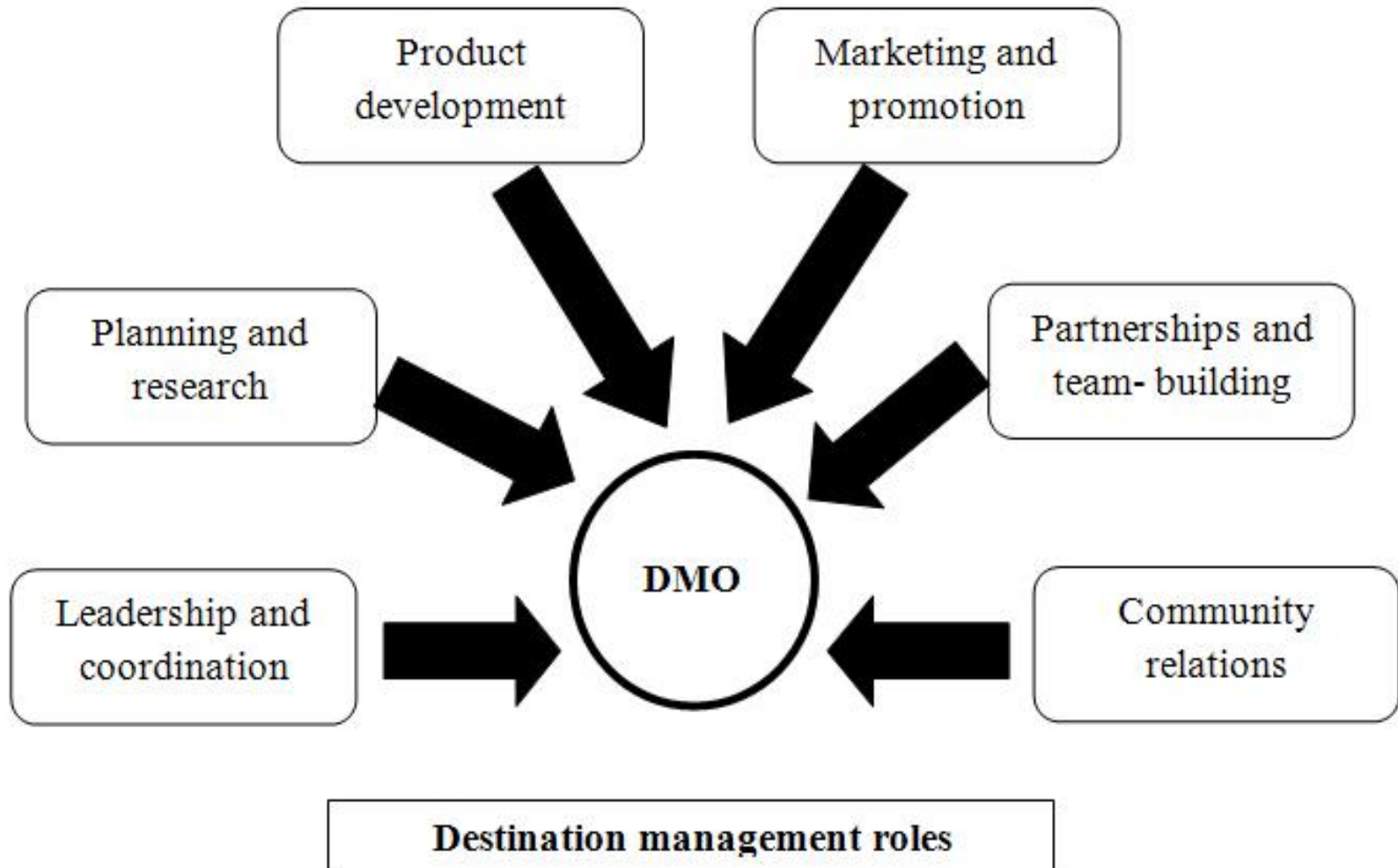
Marketing is a continuous, sequential process through which a destination management organization (DMO) *plans, researches, implements, controls and evaluates programmes aimed at satisfying travellers' needs and wants as well as the destination's and DMO's visions, goals and objectives.*

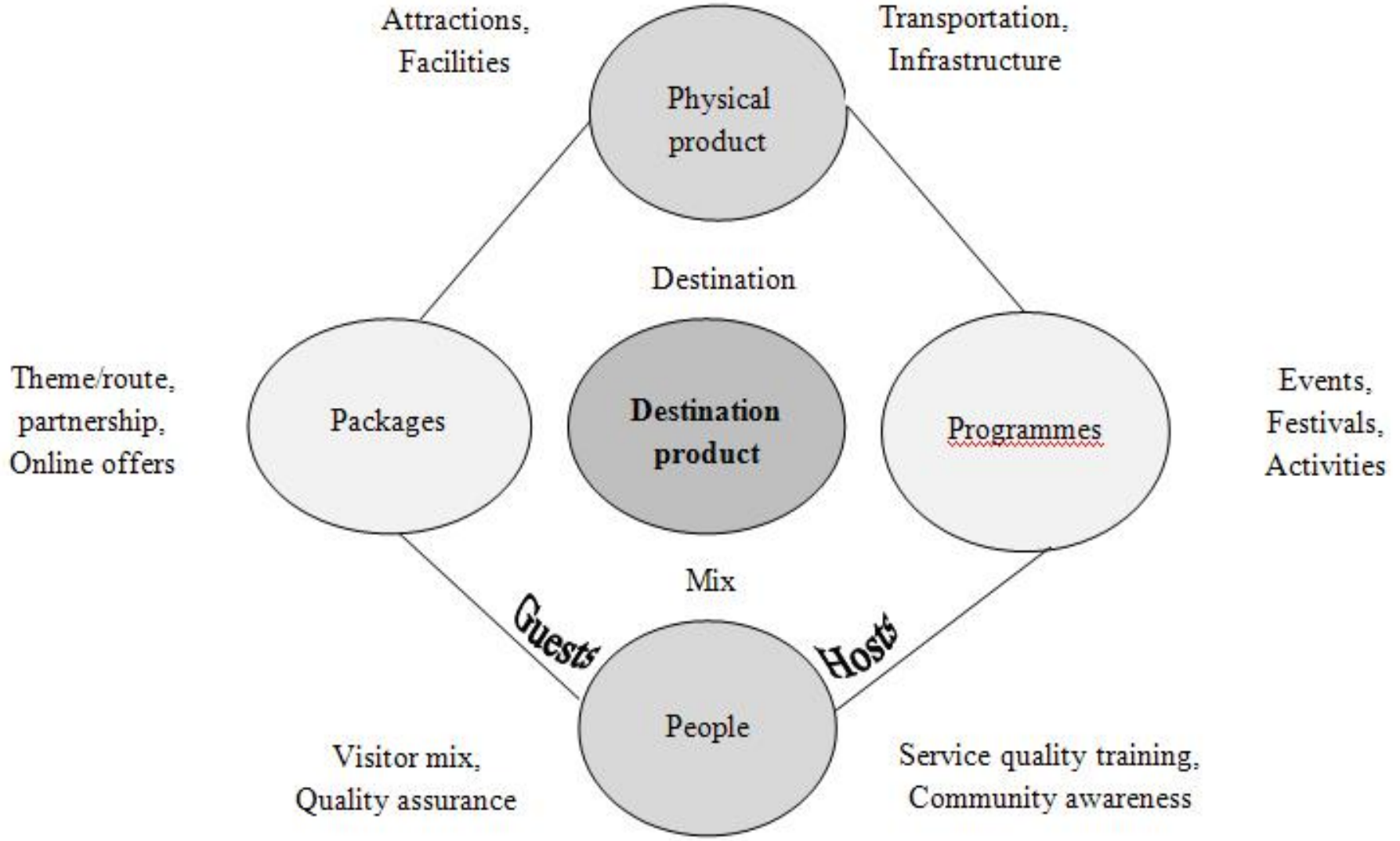
To be most effective, the DMO's marketing programs depend upon the efforts of many other organizations and individuals within and outside the destination.

Destination
Marketing



2.3 Six roles of destination management





The destination product

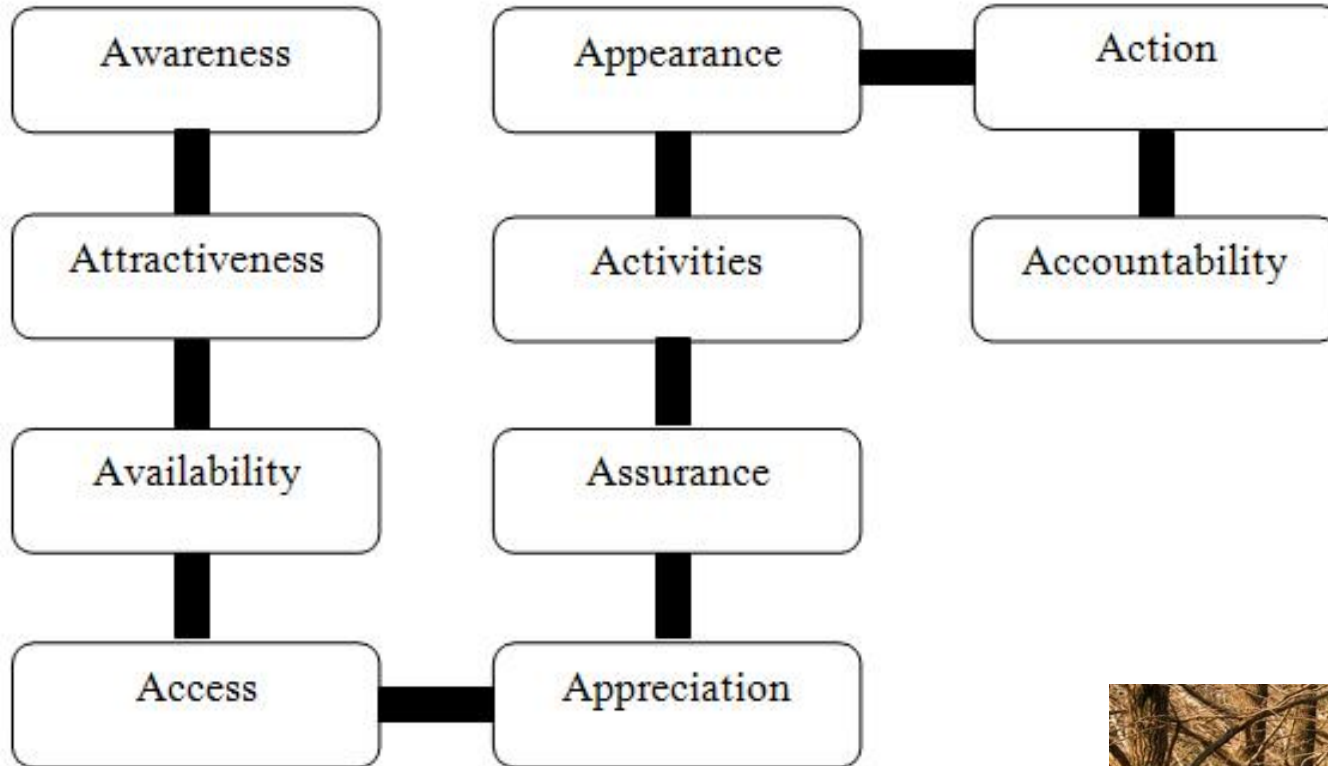
3. Uniqueness of Destination Management and Marketing

3.1 The following differences make destination management and marketing unique and challenging.

- The lack of control over the quality and quantity of services and products
- The lack of a pricing function
- The need to serve the requirements of many organizations
- The need to build consensus among stakeholders
- The need to be sensitive to the interests of local residents
- The need to demonstrate broad economic benefits
- The difficulty in measuring performance

3.2 The 10 As of successful destinations

Criteria



The 10 As of successful tourism destinations



10 Questions of 10As

Awareness

- Is there a high level of awareness of the destination among potential tourists?

Attractiveness

- Does the destination offer a diversity of attractions that are appealing to tourists?

Availability

- Can bookings and reservations for the destination be made through a variety of distribution channels?



Access

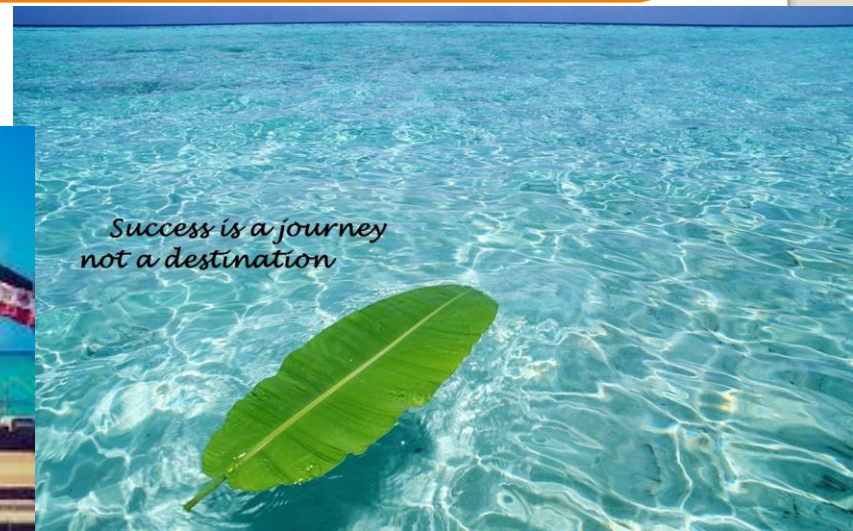
- Is there convenient access to and from the destination by all modes of transportation? Is there convenient transportation within the destination?

Appearance

- Does the destination make a good first impression? Does the destination make a positive and lasting impression?

Activity

- Does the destination offer a wide range of activities in which tourists want to engage?



*Success is a journey
not a destination*

Assurance

- Is the destination clean, safe and secure?

Appreciation

- Do tourists feel welcome and receive good service in the destination?

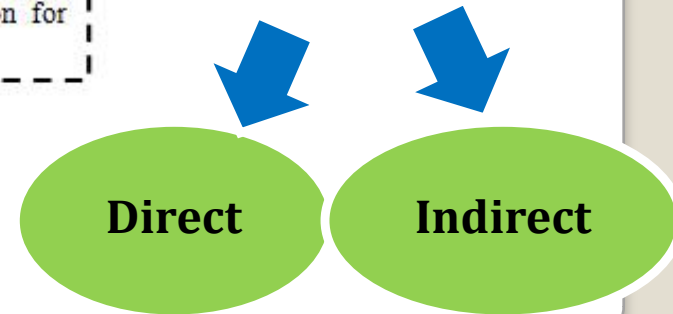
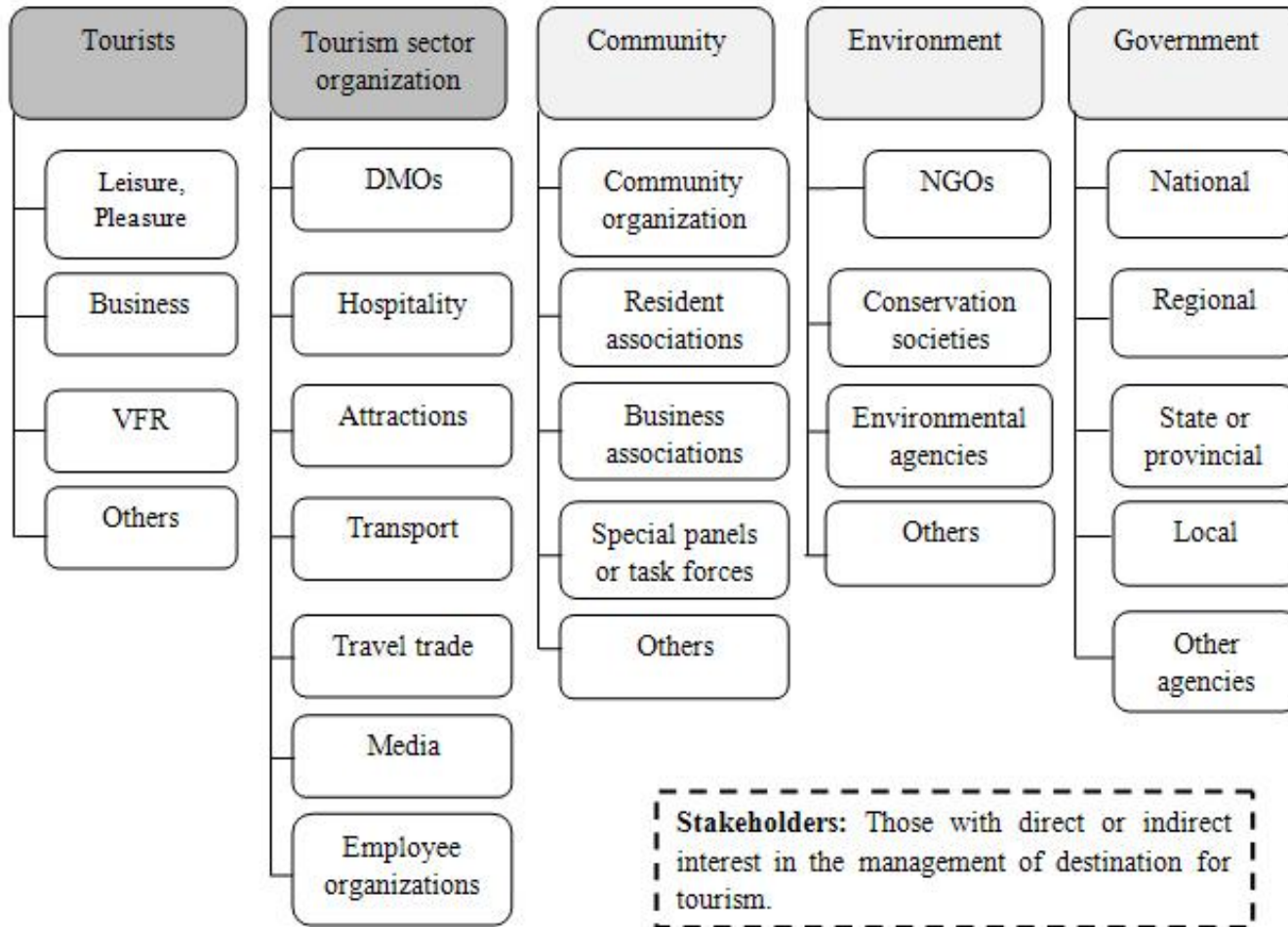
Action

- Is the tourism development and marketing in the destination well planned?

Accountability

- Is the DMO measuring the effectiveness of its performance?

4. Stakeholders in destination management



Level of DMO

Country

- **State, province and territory**

Region

- **County and city**



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VisitBritain is the national tourism agency, a nondepartmental public body, funded by the Department for Culture, Media and Sport, responsible for promoting Britain worldwide and developing its visitor economy.

Our mission is to grow the value of inbound tourism to Britain, working with a wide range of partners in both the UK and overseas. Through our global reach, we aim to increase visitor spend to all parts of Britain and improve Britain's ranking in the eyes of international visitors.

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English Tourism Week 2014

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Rugby World Cup 2015



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VisitEngland is the national tourist board for England.
Responsible for marketing England to domestic and established overseas markets and for improving England's tourism product.
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Dr. K. Chiranjeevi

Minister of State for Tourism

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The Ministry of Tourism, is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge).

The administrative head of the Ministry is the Secretary (Tourism). The Secretary also acts as the Director General (DG) Tourism. The office of the Director General of Tourism (now merged with the office of Secretary (Tourism)) provides executive directions for the implementation of various policies and programmes.

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Tourism Australia will facilitate a two day industry event designed to share knowledge and provide thought provoking and actionable insights to help all those involved with US tourism to Australia grow their businesses and collectively achieve Australia's Tourism 2020 goals.





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Royal Langkawi International Regatta
13 Jan - 18 Jan 2014 • Do not miss the drama and excitement on the high seas!



Asean Tourism Forum 2014
16 Jan - 23 Jan 2014 • Malaysia is the host to this annual event that involves the 10-member nations of ASEAN.



Thaipusam
17 Jan 2014 • A truly spectacular event, Thaipusam is an annual Hindu festival where devotees perform various rituals as acts of devotion and penance.



Tropfest South East Asia
24 Jan - 25 Jan 2014 • Tropfest is the world's largest short film festival. The theme for Tropfest SEA 2014 is RICE.



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Phrathat Sampang Stupa Festival
Date: 13-15 January 2014
Venue: Champasack Province



Happy New Year 2014

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Over 34,000 air tickets sold under tourism stimulus programme

January 16, 2014



The Ho Chi Minh city group for domestic tourism stimulus programme has reported that it sold more than 34,000 air tickets in 2013, a 115 percent rise from the previous year.

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Indonesian travel agencies survey Thua Thien-Hue tourism

January 16, 2014



The Thua Thien-Hue Department of Culture, Sports and Tourism, in association with Asia Fellow Traveller Tourism Limited Company in Hue, has received a famtrip from Indonesia to survey tourism in the city.

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Craft Villages, Travel Agents need to work closely together

January 16, 2014



Vietnam has about 3,000 craft villages of 53 traditional professions such as sculpture, mosaic, lacquer, rattan, ceramics, embroidery, textile etc.

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Ethnic minority culture remains a focus in 2014

January 16, 2014

The Ministry of Culture, Sports and Tourism will continue



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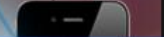
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TRAVEX, ASEAN Tourism Forum (ATF) 2014, on 21 - 23 Jan at Kuching, Malaysia
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