

Course Description

Definition, significance and principles of marketing and marketing in tourism business, marketing activities, demand and supply factors, SWOT analysis and environmental scanning, TOWS matrix, marketing planning process, market segmentation, targeting and positioning. Marketing mix strategy design: service product concept, pricing, distribution channel (place), promotion, and the idea of 8Ps, and writing a marketing plan. Case studies applied, and national, regional and global current trends discussed.

Knowledge expected to gain

- Have up-to-date knowledge in marketing management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- Have integrated knowledge in other related disciplines.
- Have knowledge and understanding in marketing process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

Cognitive skills expected to gain

- Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.
- Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.
- Be able to apply innovation and knowledge from other related academic fields in developing working skills

Lesson Plan

- **Unit 1: The Principles of Tourism Marketing**
- **Unit 2: Concept of Tourism Demand and Supply for Tourism Marketing**
- **Unit 3: Tourism Destination Marketing Mix**
- **Unit 4: Market Environment Analysis for Destination Marketing Planning**
- **Unit 5: Destination Marketing Planning**
- **Unit 6: Tourism Market Segmentation, Targeting and Positioning**
- **Unit 7: Development of Tourism Product Mix for Tourist Destination**
- **Unit 8: Pricing Strategies for Tourism Product**
- **Unit 9: Promotion of Tourism Product**
- **Unit 10: Distribution of Tourism Product**
- **Unit 11: Ethical Tourism Marketing**

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

- **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.

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

Relates with “destination marketing” and “destination management”–
Branding at destination level.



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.

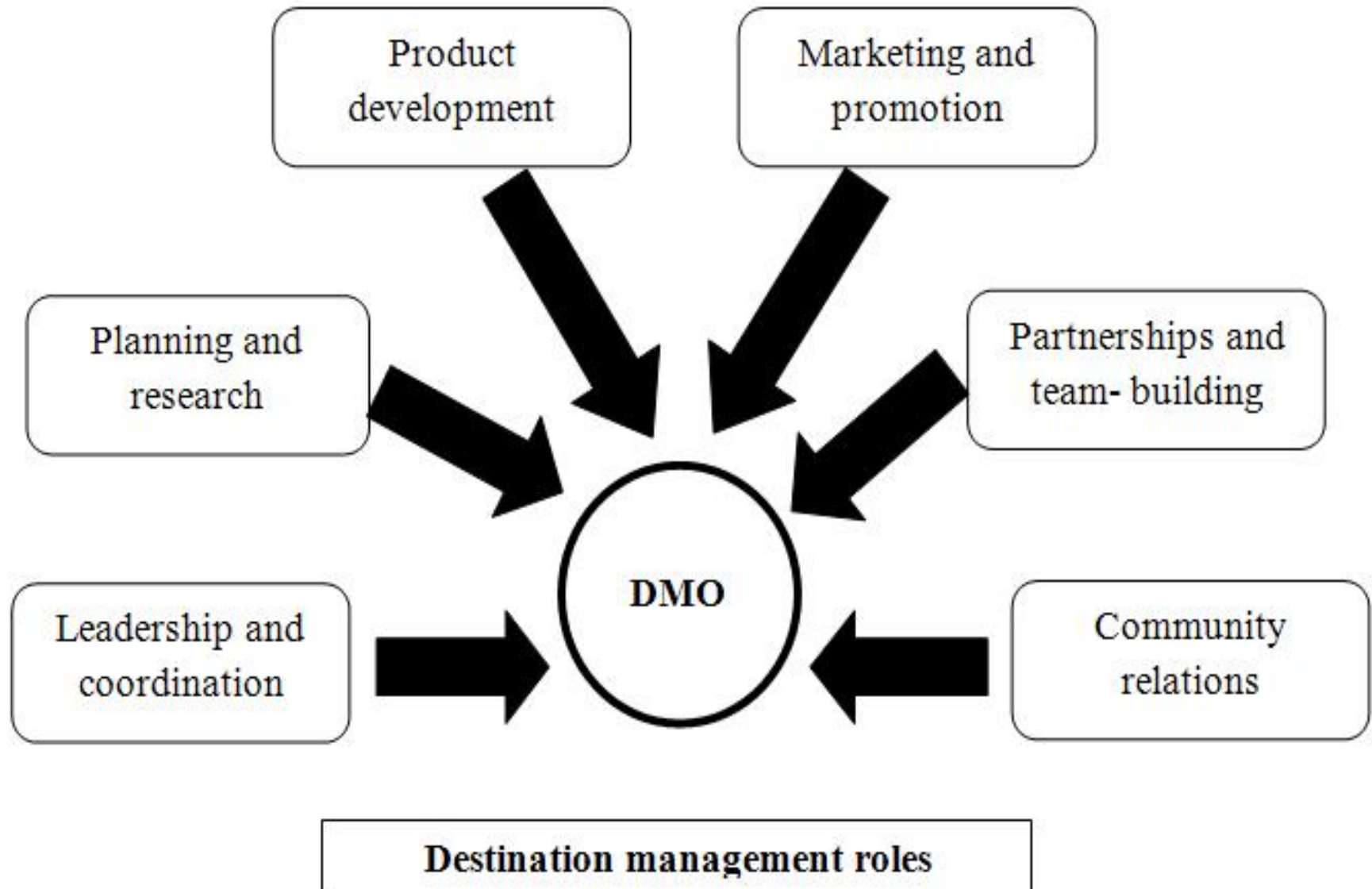
(2) Destination marketing

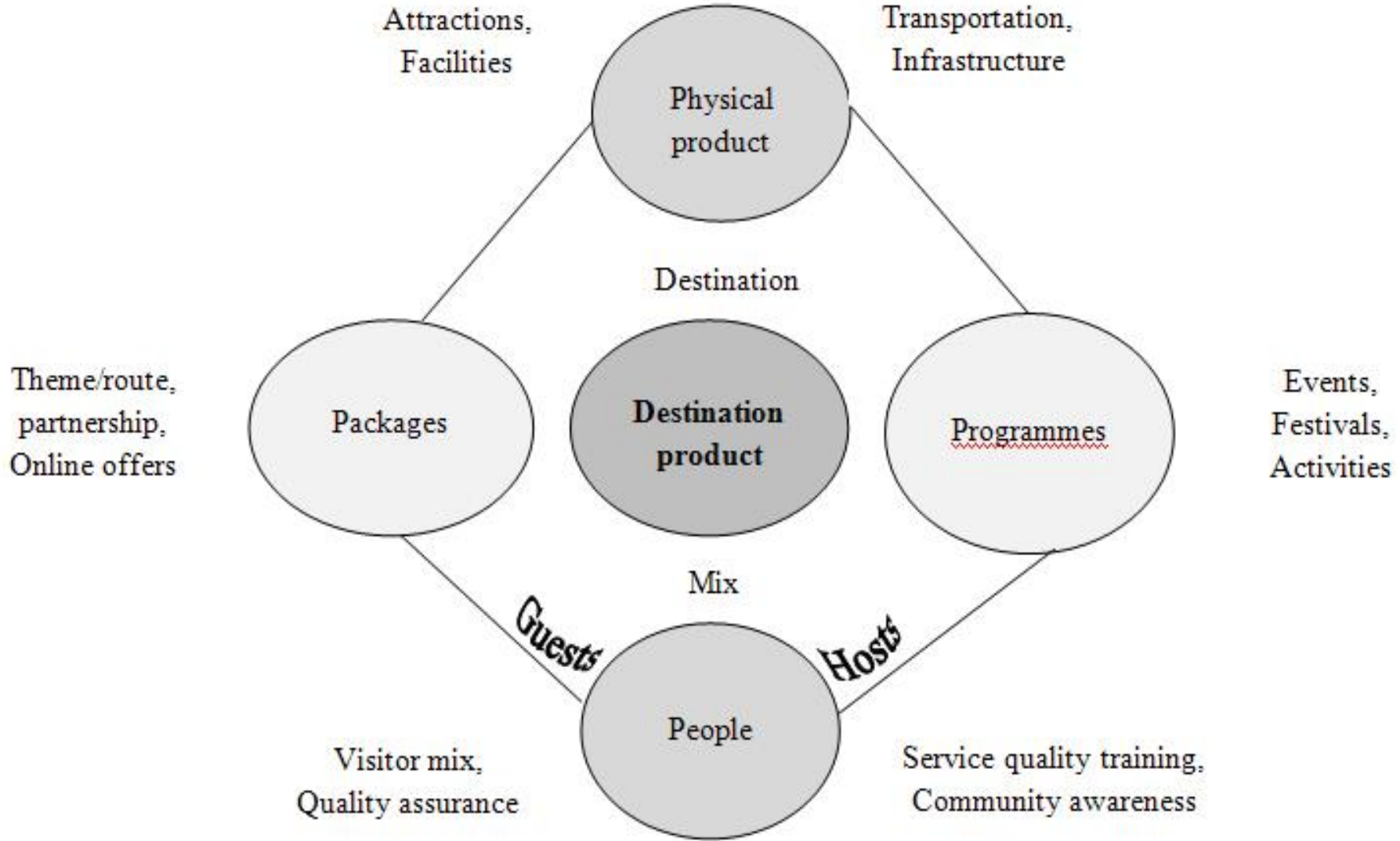
Marketing is a continuous, sequential process through which a destination management organization (DMO) *plans, researches, implements, controls and evaluates programs aimed at satisfying travelers' needs and wants as well as the destination's and DMO's visions, goals and objectives.*

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



2.3 Six roles of destination management





The destination product

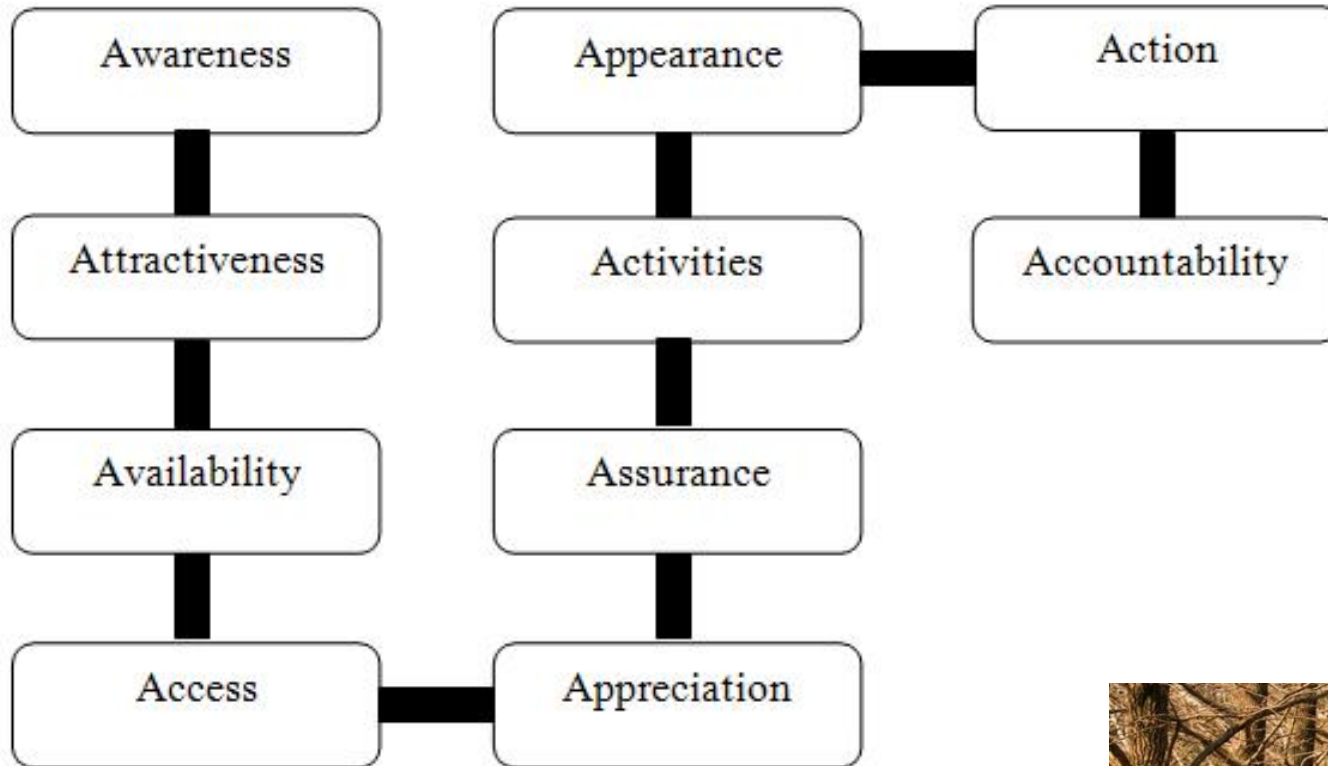
3. Uniqueness of Destination Management and Marketing

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

- The difficulty in controlling over the quality and quantity of services and products
- 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



**Go to Padlet and
answer some questions.**

<https://padlet.com/siripenyi/yrobazpq1moje8v8>

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?

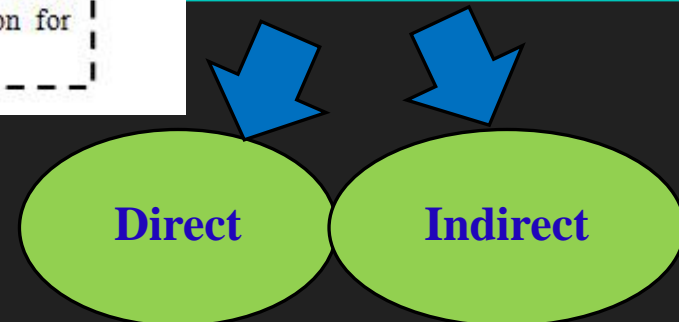
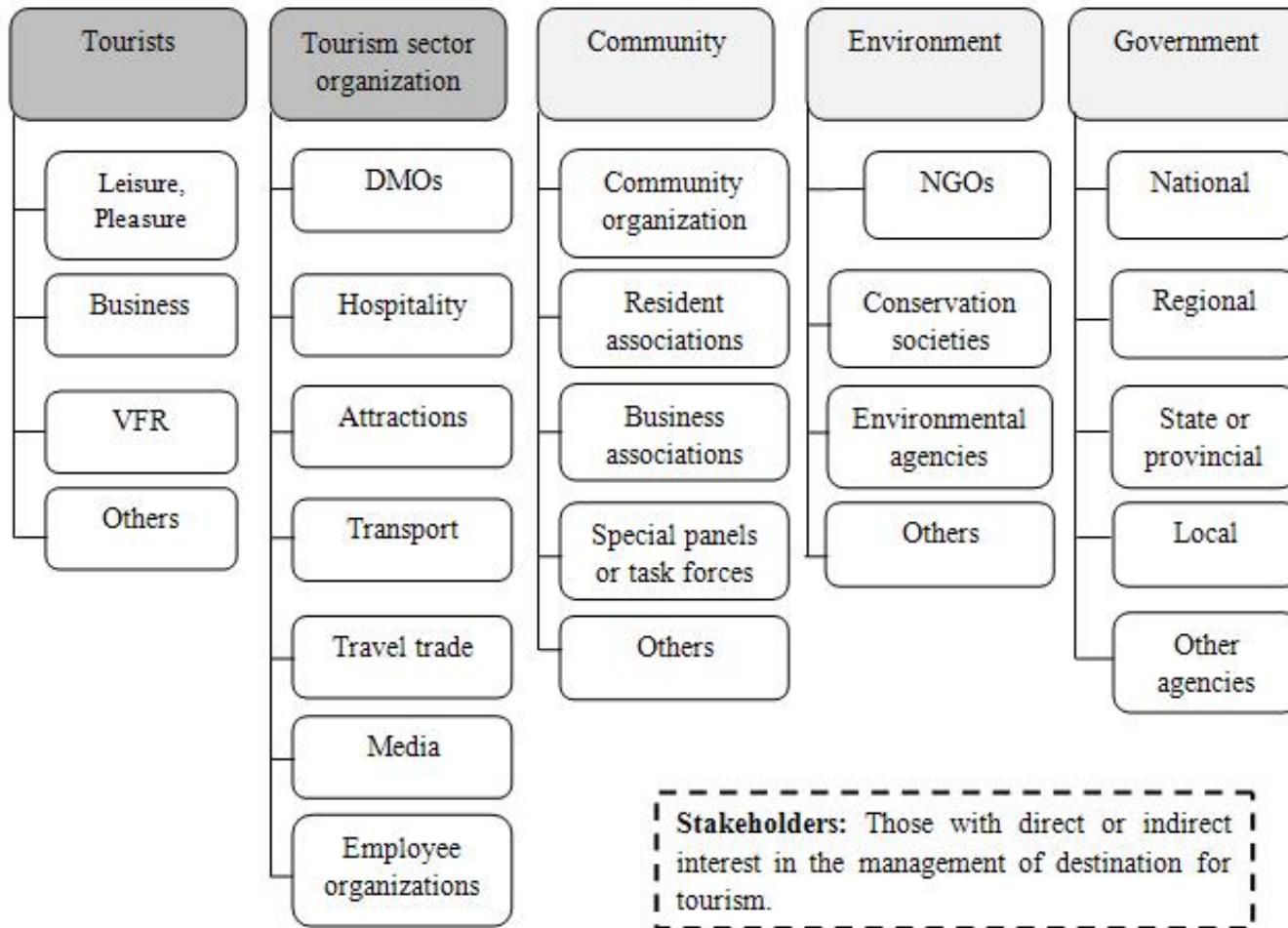
Action

- 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



Levels of DMO

Country

- State, province and territory

Region

- County and city



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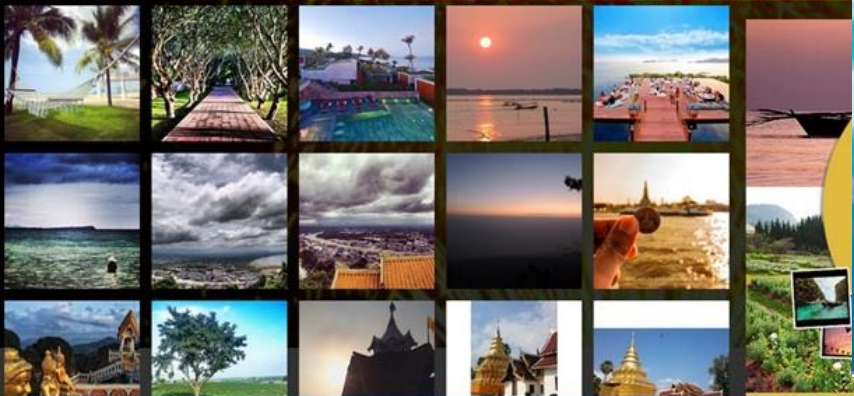
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- Asean Tourism Forum 2014**
16 Jan - 23 Jan 2014 • Malaysia is the host to this annual event that involves the 10-member nations of ASEAN.
- Thaipusam**
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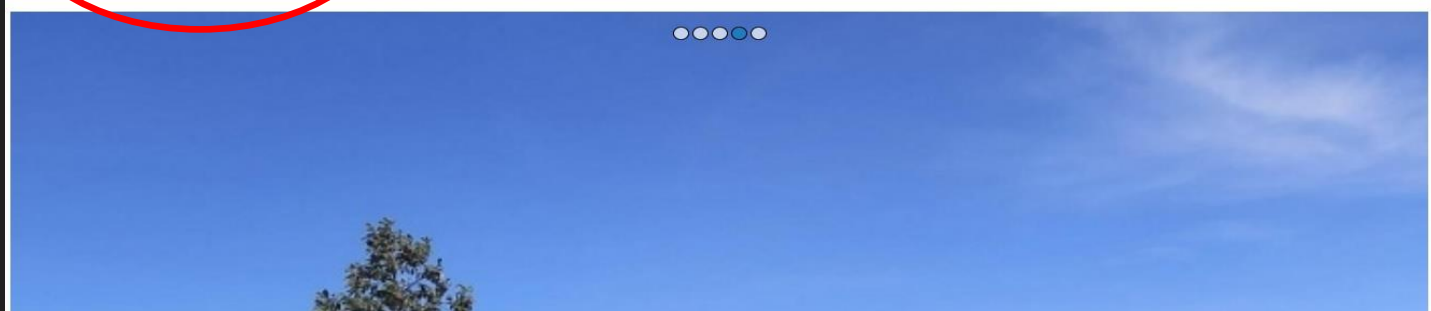
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Assignment

Individual Oral Presentation

Choose one tourist destination around the world, and its Destination Management Organization (DMO)

Go to the DMO website. Study the DMO in various sections in the website that give detail about its destination marketing activities for the destination it does the marketing for.

Prepare a power point presentation with details and pictures, and showcase the DMO website through browses, to the class.

Be noted that a destination management organization usually is a public organization, not a private company.