

Tourism Marketing

WEB QUEST

Today you are asked to use your textbook and browse the internet to find the answer to the following questions:

1. What is the **marketing mix**? Is there only one model? Which model do you think is more appropriate?

The marketing mix is a model that defines a set of actions, or tactics, that a company uses to promote its brand or product in the market.

2. What is the **marketing mix in tourism**? Is there only one model?

COMPARE THE FOLLOWING:

the marketing PPPPsssss: 4Ps - 5Ps - 7Ps - 9Ps





Product

- Functionality
- Appearance
- Warranty
- Quality
- Packaging



Price

- Selling price
- Discounts
- Payment Arrangements
- Price Matching Services
- Credit Terms



Promotion

- Sponsorships
- Advertising
- Public Relations Activities
- Message
- Media



Place

- Distribution Channels
- Logistics
- Service Channels
- Location
- Market Coverage



People

- Service Provided
- Attitude
- Customer Service
- Appearance
- Employee Portrayal

The 7Ps Marketing Mix

Product

What is our product?

- ✓ Quality & value
- ✓ Branding & imagery
- ✓ User experience
- ✓ Features
- ✓ Warranties

1

Price

What is the value & price of our product?

- ✓ Strategy
- ✓ List price
- ✓ Discounts
- ✓ Payment methods
- ✓ Free elements
- ✓ Credit terms

2

Promotion

How will people discover our product?

- ✓ Messaging
- ✓ Search Marketing
- ✓ Social Media
- ✓ Advertising
- ✓ Direct Marketing
- ✓ Partnerships
- ✓ Offline marketing
- ✓ Word of mouth
- ✓ Promotions

3

Place

How/where do people purchase our product?

- ✓ Website
- ✓ Marketplaces (e.g. Amazon, eBay)
- ✓ Retail experience
- ✓ International exports
- ✓ Wholesale
- ✓ Resellers

4

People

Who do we hire and how should we act?

- ✓ Employees
- ✓ Founders
- ✓ Culture & image
- ✓ Customer service
- ✓ Training

5

Process

How do we deliver our product consistently?

- ✓ Standardisation
- ✓ Measurement
- ✓ Delivery
- ✓ Complaint handling
- ✓ Response time
- ✓ R&D

6

Physical Evidence

What should our environment be like?

- ✓ Offices/stores
- ✓ Packaging
- ✓ Equipment/facilities
- ✓ Recommendations
- ✓ Cleanliness
- ✓ Word of mouth
- ✓ Interior design
- ✓ Music/sounds
- ✓ Smell
- ✓ Staff appearance

7



Aspects to consider

Product

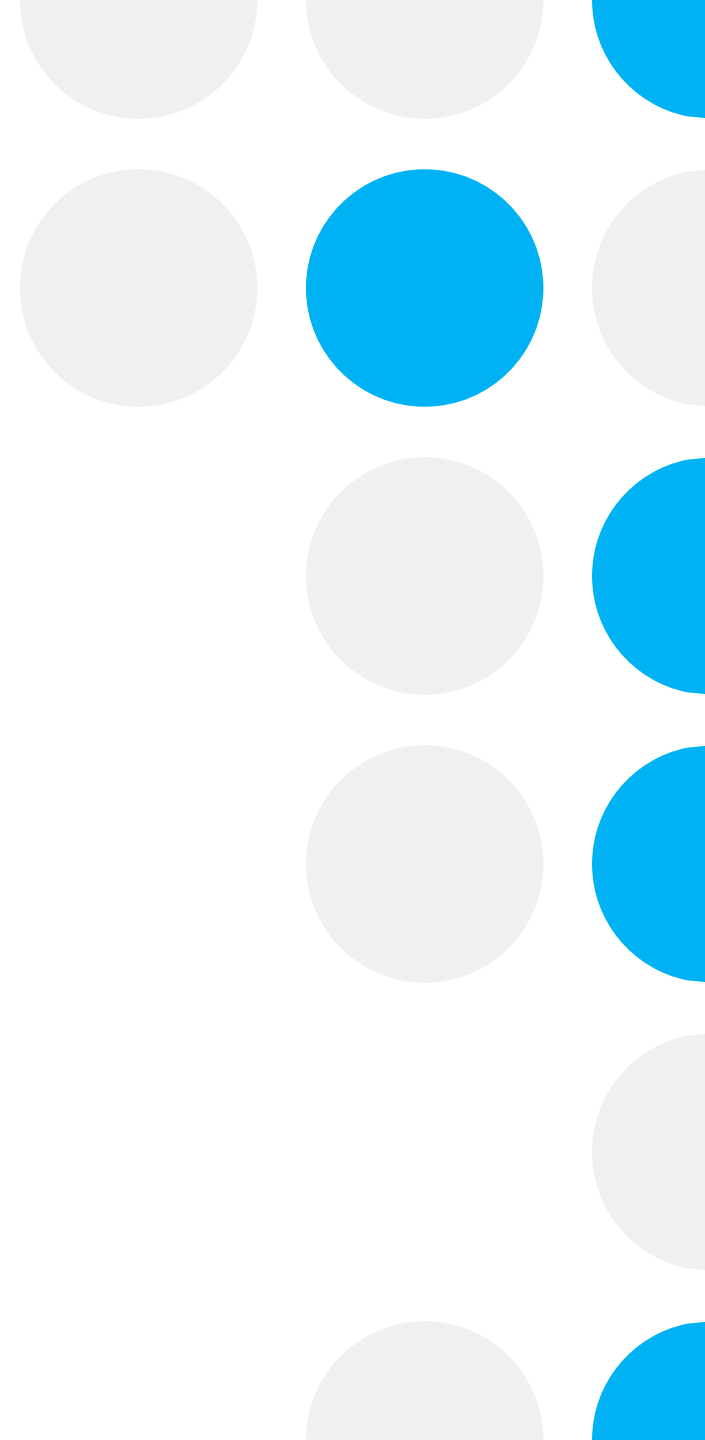
- **Familiarity VS Innovation**
What differentiates a service is creating a familiar, cosy atmosphere
 - **Customised VS One Size Fits All**
every customer has a different expectation
 - **Quality Assurance of Services VS Products**
Products are made by machines, meanwhile, services are offered by humans
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Aspects to consider

Price

- **price-discrimination strategy**
set a different price for the same product based on the market status of the buyer
 - **time-based pricing strategy**
for products or services with a high seasonality or last-minute value
 - **value-based pricing**
offer special benefits to special categories
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Aspects to consider

Place

Place refers to where and how people buy your product.

These days the DIGITAL SPACE is very relevant.

The **Digital space** includes all online outlets where consumers can purchase your product such as a web browser, a smartphone app, or marketplace channels like Amazon or Walmart.

Digital channels: social media, search engine marketing, affiliate marketing, etc.

Traditional channels: printed ads, billboards, radio, or TV

Aspects to consider

Promotion

- Promotion includes advertising, public relations, and promotional strategy.
 - The goal of promoting a service is to reveal to potential clients why they need it and why they should pay a certain price for it.
 - People look for: value for money, a unique and memorable experience, safety and hygiene, luxury and comfort
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<https://profiletree.com/tourism-marketing-strategies/>

3. What is **Tourism Marketing**?

In a nutshell, Tourism Marketing is **a marketing strategy that uses specific marketing plan and techniques to promote touristic products and services such as destinations, hotels and transport services, etc.**



<https://profiletree.com/tourism-marketing-strategies/>

4. What are the **benefits** of **effective** Tourism Marketing?

- **promote the business**
 - **make it stand out from rivals**
 - **attract customers**
 - **generate brand awareness**
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5. What is the “**Customer Journey**” described here?

«The customer journey is defined as the steps, touchpoints or interactions customers have with your company. The journey starts from the moment they hear about the service, that’s their first impression or hook. Ideally, the journey should never end with a brand as long as both sides keep in touch»

Keyword

Awareness

Evaluate

Acquisition

Retention

advocacy

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6. What are the **new trends** in Tourism Marketing?

Friendliness: courtesy and politeness

Empathy: customers need to know the organisation understands and appreciates their needs and circumstances.

Fairness: customers must feel like they're getting adequate attention and fair and reasonable answers.

Control: Customers want to feel like they have an influence on the outcome.

Alternatives: giving flexible choices to your customers is a huge perk to differentiate your marketing mix.

Information: customers want to know about products and services in a pertinent and time-sensitive manner; too much information and selling can be off-putting for them.

Time: guests' time is valuable, they're most probably here for a short period of time and they want to make the most out of it.

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7. What are the **must-haves** on a tourism marketing strategy?

- Get to Know Your Customer Needs through Research
 - Build an Experiential Website
 - Focus on Mobile
 - Use Social Media Platforms to Raise Brand Awareness
 - Tap into the World of Video Marketing
 - Become an Email, Marketing Pro
 - Blog Regularly
 - Accept Online Bookings
 - Master Search Engine Marketing
 - Engage Macro and Micro Influencers
 - Make Use of Augmented and Virtual Reality
 - Experience more!
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8. What are the **trendiest types** of tourism according to this article? Can you think of more?

1. Re-creational Tourism (Leisure Tourism)

1. Food Tourism
2. Beach Tourism

2. Cultural tourism

1. Eco-tourism
2. Rural Tourism
3. Religious Tourism
4. War Tourism

3. Adventure tourism

1. Sports Tourism
2. Wildlife Tourism
3. Set-Jetting Tourism

4. Medical and convention tourism

WHAT CAN WE ADD?
Brainstorm ideas



Continue the questionnaire:

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9. Go to the **EXAMPLES** section of the article – which example do you think is the most effective and why?

My favourite: **Yodel Ay Hee Hoo** from Graubünden
Tourism in Switzerland.

A live video stream from a mountain village (VRIN) into a train station which encouraged passers-by to engage in conversation with a man from the village.

<https://youtu.be/l8Y5MDVhZDQ>

10. Browse the internet and find **your own “Example of Successful Tourism Marketing Campaigns”** to present to the rest of the class – what is the example about? What is it (a video, a post, a campaign, a poster...?) Why was/is it successful?

You are asked to **create a doc/file** here with all your answers.



NEW WORDS / EXPRESSIONS

- Fit like glove
 - Deep dive into the details
 - A fat list of something
 - “a brand story”
 - Misleading
 - Demanding customers
 - At the core of
 - Intertwined
 - Reach out (to)
 - A funnel
 - “Word of mouth marketing”
 - “Make the most out of it”
 - Advocate
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