



## THE ANTECEDENTS IN MARKETING THE TOURISM SERVICES-STRAY THOUGHTS

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### **Abstract**

*Marketing as a concept developed through time in response to many external forces, including those from the public sphere, the corporate world, and the wider economy. Better living circumstances, population growth, and an increase in disposable money and leisure time have all contributed to the 20th century's unprecedented level of economic and corporate development. Because to these advancements, we now have better infrastructure, housing, transportation, and recreational options. In a very short amount of time, the travel and tourism industry has risen to become a global powerhouse. Business responses to societal and economic shifts have fueled the development of today's tourist marketing, with the most successful brands displaying a firm grasp on the need of providing visitors with the proper infrastructure and supplies for their trip.*

**Keywords-Tourism, Marketing, Marketing mix, Tourism product, Service quality.**

### **Introduction**

Interestingly, the tourist industry has recognised the value of customer demands, expectations, and satisfaction in the product planning and development process. Every traveller hopes to be treated like a VIP, and businesses who understand this need will always come out on top in the tourism sector. 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 new marketing concept is not restricted to client acquisition and happiness alone. It is a process including the research and analysis of the demands of society as well as consumers, the assertion of the business's resources and market, and the provision of products/services to those whose experience gives a range of satisfactions superior to those of rivals.

Tourism marketing has been defined by the World Tourism Organisation as "a management philosophy that, in light of tourist demand, makes it possible through research, forecasting, and selection of tourism products/services from suppliers, in accordance with the organization's mission and tourist satisfaction."

### **Types of Tourism Marketing**

The tour being a specialised product presents a range of essential factors that need to be studied in depth in order to be properly addressed. It is extremely challenging to separate the administration of Tourism amenities from the management of operations and efficiency.

### **Marketing based on location**

To attract people's attention to a certain location is the major objective of tourist marketing in this particular version of the marketing discipline. In this sense, there are no recommendations for any particular place or accommodation that one may follow. There are currently some locations that are already so well-known all over the world that tourism marketers do not need to make as many efforts to



bring people's attention to these locations as they did in the past. All that is required of them is to remind the consumer of those locations, and there is a good probability that the customer may be easily convinced to go to any of those locations.

### **Promotion of activities**

These days, this type of tourism is practiced with both the location and the activities that may be enjoyed in such locations very much in mind. The typical target audience for this type of marketing is comprised of vacationers who are eager for new experiences and like an active lifestyle.

Around the world, there are a lot of different locations that are well-known for hosting specific kinds of tourism and recreation. In the same way that 'Colonial Williamsburg' attracts people who are interested in history and that Yellowstone National Park is well-known for exciting activities like hiking and camping, and in the same way that Alaska is well-known for snowboarding, the Yellowstone National Park is the ideal location for people who adore nature.

### **Marketing for corporations**

The promotion of tourist destinations through the use of such an intriguing strategy is pretty intriguing. It has recently come to light that a sizeable percentage of people who are employed in corporate sectors are required to travel to a variety of locations in order to participate in a conference or a meeting. Therefore, according to the findings of the study, it was discovered that the number of individuals who came to attend such venues is appropriate for tourists. Additionally, they brought in their community, which includes their family and friends. Because of its enormous potential, corporate marketing will now play a significant role in tourism marketing. This is because of the circumstances that have been described.

### **Characteristics of Tourism Marketing**

An understanding of the complexity involved in the defining of the tourist product is a vital precondition for effective marketing of trip packages. The following is a list of the particular aspects that comprise tourism marketing:

- The market for tour packages in the natural world is very elastic and subject to seasonal changes.
- A tour kit is a collection of several service components that are offered together.
- The production of the trip package, as well as its planning and promotion, are all handled by a number of different middlemen.
- Tourist should not only utilise the tour kit in preparation, but it is absorbed and felt in a specific place at the same time. • At one point, bad experience may destroy the complete picture of the package as well as the trip operator.

Due to the fact that the tour package is simultaneously experienced and consumed at a particular location, it is impossible to evaluate it in advance. The tourist business provides a variety of various products and services, and its participants might range from a single proprietor of a cab service to the largest airline or hotel chain in the world.

The concepts of adaptation and survival are equally important for travel tour operators, given that they must negotiate relationships with numerous travel industry suppliers. Because of this, having an understanding of what tour marketing strategy entails will thus become important in order to ensure



the long-term viability of any tour or organization. A formalized plan that serves as a guide for marketing activities to be carried out is known as a tour marketing strategy. It provides a unified framework and places an emphasis on all of the management functions carried out by the business. It makes it easy to do things related to marketing.

It coordinates the organization's resources to get rid of doubt and misunderstanding and to get people to work together.

### **Key Result Areas in Tourism Marketing**

Identifying the key result areas(KRAs) is crucial for any service marketer. In fact, the tour manager's job is to constantly test new approaches in search of designing optimal marketing strategies. Various key result areas in Tourism Marketing includes

1. Identifying diverse market segments.
2. Setting targets/goals.
3. Figuring out what the organisation does well and what it could do better.
4. Mission and goals of the company.
5. Audits from the outside and inside.
6. Analysis of the business situation.
7. Setting up the goals.
8. Making sure you have a good marketing mix strategy.
9. Making sure the plan works.

### **Components in Tourism Marketing**

Truly speaking, the marketing of Tourism services are highly depending on basic Tourism product elements, operations and the Marketing mix. The basic elements of Tourism product mix are

1. Accommodations
2. The Tourism and Travel experience
3. The Service scapes
4. Personalization
5. Food and Beverages
6. Hospitality
7. Entertaining
8. Punctuality

### **Marketing Mix for Tourism Service**

As the marketers are focusing on designing marketing strategies for Tourism, these strategies are the outcomes of the perfect blend of marketing mix elements. Marketing mix for Tourism includes

1. Product-Tourism product elements
2. Process-Tourism service delivery process
3. Place-The tourist spots Place and Time of Tourism service
4. Operating efficiency and Service Quality
5. Promotion-Communication and Promoting Tourism service
6. People-The tourist guides
7. Price-The trip fare and other costs
8. Physical evidence-The Hotels, Resorts and offices



## Conclusion

There is a strong correlation between the expansion of the tourism industry and the dissemination of printed goods like brochures. The commodity of tourism is mostly immaterial. Providing a detailed brochure that demonstrates how well organized the many components of the programmes are to contain all the required information to create holiday expectations of quality, value for money, image, and status that must be matched when delivering the product is crucial.

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