

Subject  
Notes

MARK395  
**Tourism  
Marketing**

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Notes taken at every lecture for MARK395: Tourism Marketing

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## Tourism Marketing: Introduction

- place marketing
- destination marketing
  
- Target Markets
  - exporters
  - investors
  - manufacturers
  - corporate headquarters
  - new residents
  - tourists and conventioners
- Marketing Factors
  - infrastructure
  - people
  - image and quality of life
  - attractions
- Planning Group
  - citizens
  - local/regional government
  - business community
  - place marketing plan → diagnosis → vision → action

Destination management and marketing concepts and roles

- what is a tourist?
- what is a tourism destination?
- why is tourism important?

### Defining a tourism destination

Basically - a tourism destination is a geographic area that attracts visitors.

But more characteristics include:

- a geographic area which has an administrative boundary/boundaries
  - this ranges from the largest countries to the smallest
  - can also be states, provinces, territories, regions, counties and cities
- a place where the tourist can find overnight accommodation
  - typically hotels, but may be many other forms of accommodation
  - some visitors may be day-trippers, so not all necessarily need overnight accommodation
- a destination mix is available for visitors
  - there are other facilities for tourists apart from accommodation, such as restaurants
  - most important in drawing tourists are attractions & events
  - other elements of the destination mix include transportation, infrastructure and hospitality resources
- a tourism marketing effort exists
  - steps have been taken to market and promote the place to tourists
- a coordinating organisation structure has been created
  - a destination management organisation (DMO) leads and coordinated the tourism efforts of the place
- an image exists of the place in tourists' minds
  - people have perceptions of what the place has to offer for tourism, may be accurate or inaccurate

- government agencies have introduced laws & regulations
  - special laws & regulations control different aspects of tourism
- there is a mixture of tourism stakeholders
  - private-sector enterprises, government agencies, non-profit organisations, individuals, and other entities have an interest in tourism
- why do destinations need to be managed?
- what are the functions of destination management?

Management and marketing:

The DMO (Destination Marketing Organisation)

- Elements of destination
  - attractions
  - amenities
  - accessibility
  - human resources
  - image
  - price
- Marketing
  - getting people to visit
- Delivering on the ground
  - exceeding expectations
- Creating a suitable environment
  - policy
  - legislation
  - regulations
  - taxation

Destination Consultancy Group definition of destination management roles:

DMO

- leadership and coordination
- planning and research
- product development
- marketing and promotion
- partnerships and team-building
- community relations

The destination 'product' - Mill and Morrison, 2012

- physical product - the destination
  - transport
  - infrastructure
  - attractions
  - facilities
- packages
  - theme/route partnerships
  - online offers
- programmes
  - events
  - festivals
  - activities
- people
  - guests