

Tourism and Marketing

Briya Kodees

Tourism and Marketing

- **Stages of Marketing (Gilbert and Bailey, 1990)**
 - **The production Era**
 - **The sales Era**
 - **The marketing Era – in meeting customer's needs and satisfaction**

The sale and marketing concepts compared

Sale focus --- selling/products --- promotion ---profits through sales volumes

Marketing focus--- customer needs---integrated marketing to market segments --- profits to customer satisfaction

Tourism and Marketing

- **Kotler and Keller (2006) General theory of Marketing**
 - **“a societal process by which individuals and groups obtain what they need and what through creating, offering and freely exchanging product and services of values with others”**

Marketing

Gronroos (2006)

- ***“Marketing is a customer focus that permeates organizational functions and processes and is geared towards making promises through value proposition, enabling the fulfillment of individual expectations created by such promises and fulfilling such expectations through support to customers’ value-generating processes, thereby supporting value creation in the firm’s as well as its customers’ and other stakeholders’ processes” (p. 407).***

Why use Gronroos' definition

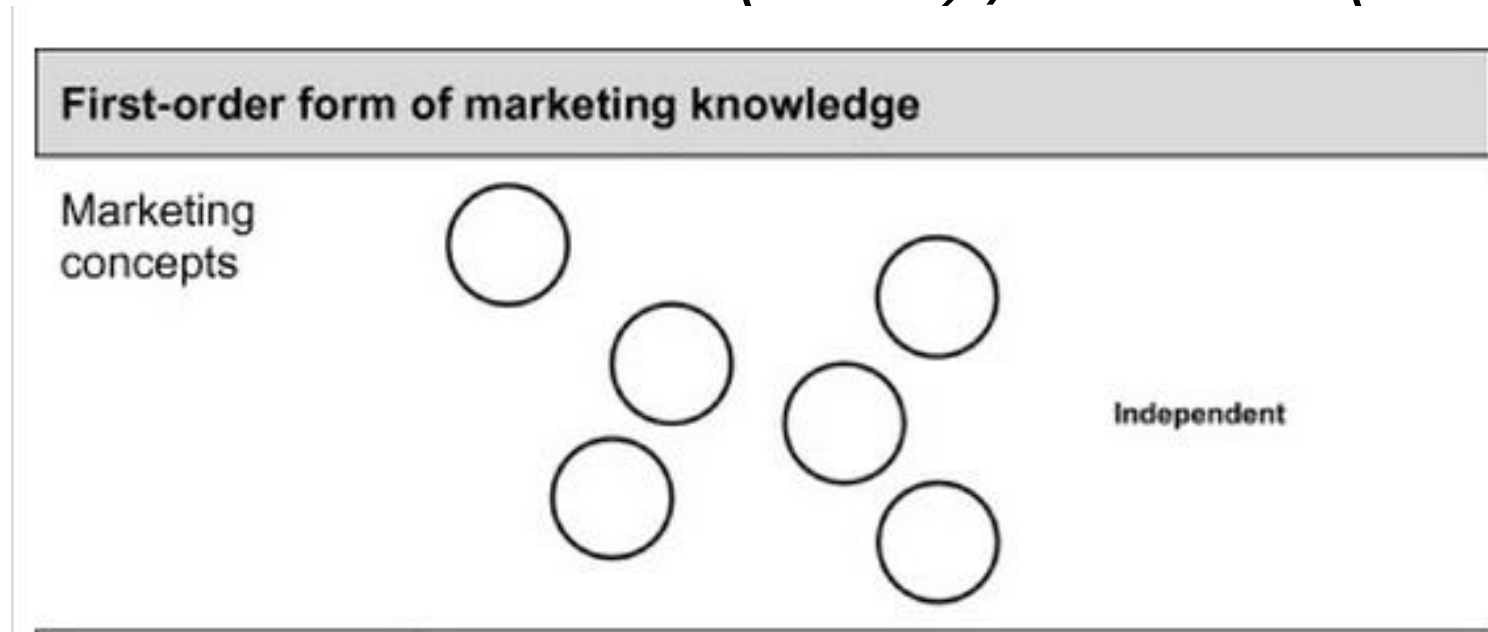
- **Grönroos' definition implies that:**
 - **(1) value is not delivered by an organization, rather, the consumer is the creator of value (value-in-use)**
 - **(2) customers may not always wish to engage in a relationship, so non-relationship based marketing continues to be important**
 - **(3) marketing cannot function effectively as one organizational unit, instead a customer-focus attitude needs to guide the activities of the entire organization**
 - **(4) an organization's marketing process consists of making promises to consumers, enabling such promises and fulfilling expectations that consumers develop based on the promises made.**

Tourism and Marketing

- between 2008 and 2012 in the leading tourism journals indicates that 337 out of 1,088 articles (31%) cover marketing-related content
- The *Journal of Travel Research* has published the highest proportion of tourism marketing research (49%), followed by *Tourism Management* (32%) and *Annals of Tourism Research* (14%).

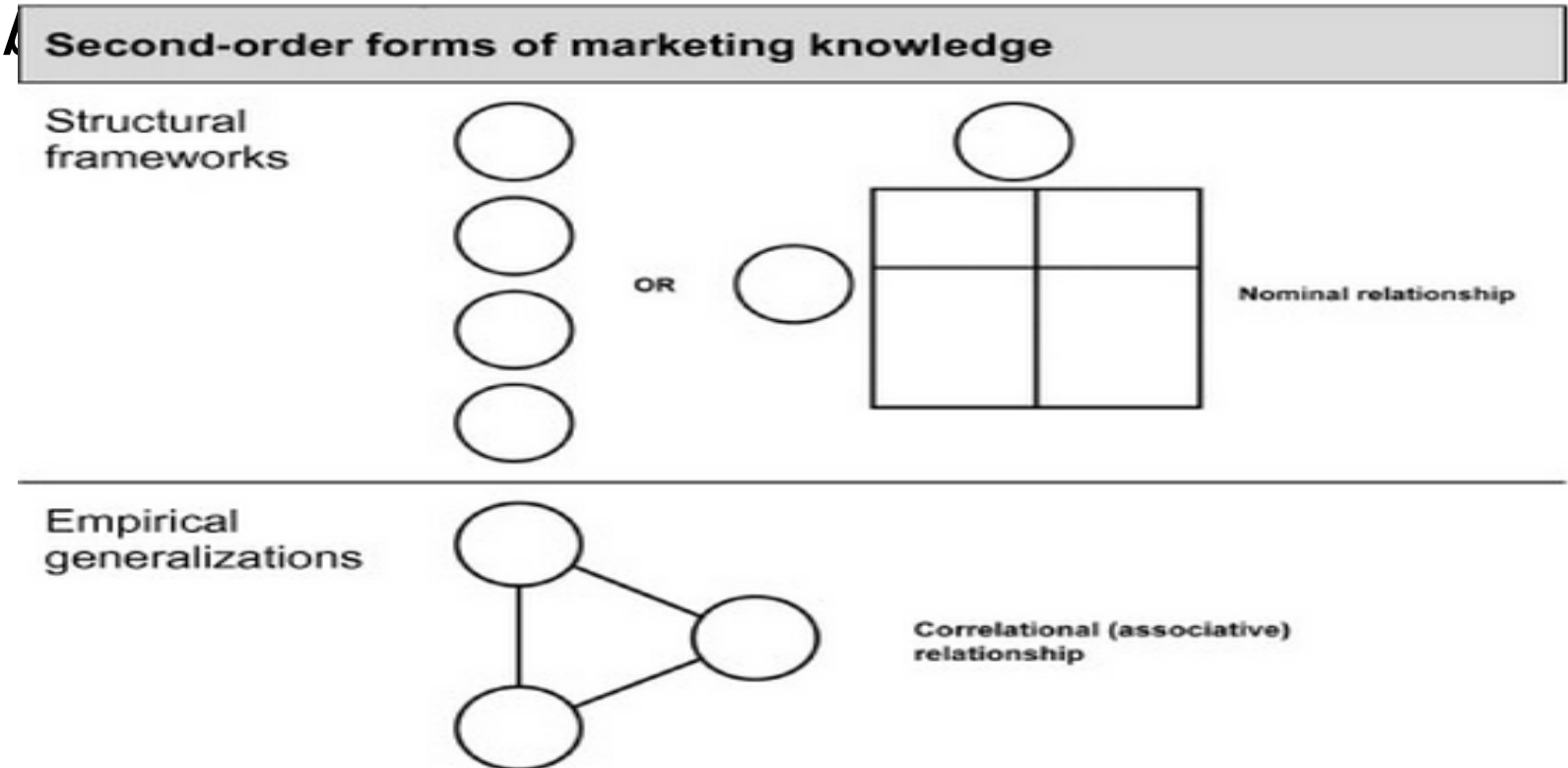
Tourism and Marketing

- *Tourism Marketing Knowledge Grid*
...developed by Donicar and Ring (2014)
based on Gronroos (2006) /Rossiter (2002)



Tourism and Marketing

- *Tourism Marketing Knowledge Grid*
...developed by Donicar and Ring (2014)

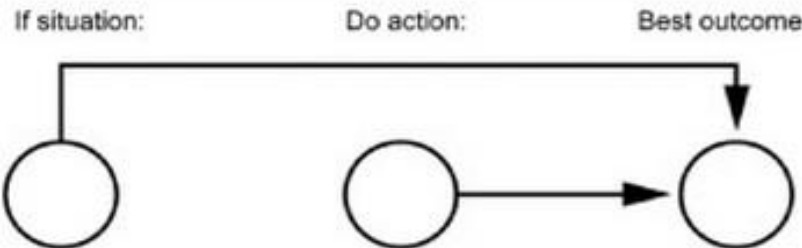


Tourism and Marketing

- *Tourism Marketing Knowledge Grid*
...developed by Donicar and Ring (2014)

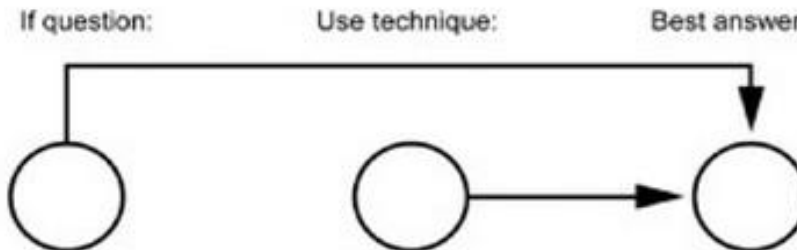
Third-order forms of marketing knowledge

Strategic principles



Causal relationship

Research principles



Causal relationship

Tourism and Marketing

- high number of studies are devoted to developing **structural frameworks**
 - **1 Decision making process**
 - **2 Tourist/customer segmentation**
 - **3 Typology of marketing interaction**
- **Empirical generalization**
 - **Loyalty**
 - **Satisfaction**
 - **Motivation**

Tourism and Marketing

- **The character of tourism when apply marketing**
 - **Perishability --- cannot be stored for future occasion**
 - **Inseparability--- relationship / interaction**
- **The most common --- marketing mix**
- **Booms and Bitner (1981)**
 - **Products**
 - **Price**
 - **Place**
 - **Promotion**
 - **People**
 - **Physical evidence**
 - **Process**

Tourism and Marketing

- **Destination marketing**
- **Gunn (1988) classic stage of tourist's form of destination image**
 - **Accumulating mental image of the destination**
 - **Modify after more information**
 - **Deciding to visit destination**
 - **Sharing the destination**
 - **Returning home**
 - **Modify after the experience**