



marketing and Promotion

Marketing: The management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Promotion: Any form of communication or activity carried out specifically to call attention to the products and services of a particular organization.

Role and functions of marketing and promotion.

Travel and Tourism providers operate within a highly competitive market and because of the vast number of organizations competing for business within the travel and tourism industry, organizations must constantly find new ways to promote themselves and to raise awareness of the products and services they offer in the eyes of the customers.

Marketing has four main functions within the travel and tourism industry.

Increased sales/usage/profitability.

Marketing is important to increase the number of sales with a view to increasing organizational profitability or to increase the usage patterns of the facility with a view to maintaining the operating efficiency of the facility. This means that organizations in either sector use marketing in order to increase the size of their customer base.

Competitive advantage:

Travel and tourism industry is highly competitive. There are many destinations with very similar attractions and many different providers all offering a similar product or service. Marketing plays an important role, therefore, in helping organizations or destinations to attract more customers than their rivals, in order to survive in this competitive business environment.

Positive organizational and product image

Customers like to use brands they are familiar with or which they perceive offers the best quality and value for money. Thus marketing is essential in creating an association of a certain product or service in customer's mind. Those organizations that can create a positive image for themselves through marketing and promotional techniques are likely to be most successful. Similarly, a product or service with a positive image will gain more customers than products and services which are less well perceived.

Customer satisfaction: A good way to achieve customer satisfaction is by offering products and services which meet the needs and wants of the customers. If customers are satisfied what they receive, they are likely to return for repeat business. Marketing and promotion plays an important role in helping to create customer satisfaction, by allowing a customer to gauge whether the product will offer them exactly what they want or not.

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