



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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AW Rasmussen



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Igcse Travel And Tourism Unit5 Memo: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have enthralled audiences this year. Igcse Travel And Tourism Unit5 Memo : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Igcse Travel And Tourism Unit5 Memo : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and gripping novel that will keep you speculating until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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