

## **The core concepts of marketing**

7 pages | 1616 words

Marketing in the travel and tourism sector is an important factor in making a travel business successful in terms of market share. Within marketing there are numerous known concepts that piece together the defined definition of marketing. These include the customer's needs, wants and demands, products and services and value.

### **Core concepts**

In the process of marketing your business it is important to factor in your customers wants, needs and demands making your business match the criteria of what they want. This then would give you an advantage over competitor market sharers as you can offer the customers something they may not be able to find anywhere else. For example, TUI UK (Thomson) have gained an advantage over market sharers with the introduction of their own branded Dreamliner. By taking into consideration customer's wants, needs and demands they have created something that customers are unable to get anywhere else with the same elements making it completely unique to their business. To keep their place in the market they are constantly making new innovations to gain advantage of their competitors with new plans to revolutionise holiday flying with their new 5 year plan in introducing a state of the art aircraft with new concepts that will change the face holiday flying.

"We want to define and lead a new category of flying – the holiday airline category. This describes an airline designed for the specific needs of the holiday maker and fully connected to the holiday experience in the destination." (www.Thomson.co.uk – 20/11/14) Another concept that needs to be taken into account when marketing a business is the products and services it offers. Quite often it is known that many businesses will offer their consumers the products and services that are currently trending or what everyone would expect from a business, however to market a business successfully there needs to be variety and choice that suit different types of consumer markets.

For example, when booking an holiday at a travel agents there are going to be other consumers that are looking for something different to everyone else there, however if the travel agent just sold your standard 7 night – 14 night holiday and there isn't any other choice then consumers will look elsewhere for products and services that meets their specific criteria. The concept of value within travel and tourism companies has become an important factor in ensuring the success of a business due to the different aspects being taken into consideration when making a marketing decision.

The different aspects include the perception of price, quality and image of a product or service as well as taking into consideration the social and economic aspects of the consumer population at present. An example of this would be leading tour operators such as Thomas Cook ensuring they develop their delivery of value to its consumers. Thomas Cooks has done this by introducing their new SunConnect resorts offering their consumers a way to stay connected throughout their holiday. "Sun Connect will give our customers access to the full strength and end-to-end value..."

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**Jianjun Gao**



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### **Table of Contents Marketing Essay Papers**

1. Understanding the eBook Marketing Essay Papers
  - The Rise of Digital Reading Marketing Essay Papers
  - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Essay Papers
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Marketing Essay Papers
  - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Essay Papers
  - Personalized Recommendations
  - Marketing Essay Papers User Reviews and Ratings
  - Marketing Essay Papers and Bestseller Lists

5. Accessing Marketing Essay Papers Free and Paid eBooks
  - Marketing Essay Papers Public Domain eBooks
  - Marketing Essay Papers eBook Subscription Services
  - Marketing Essay Papers Budget-Friendly Options
6. Navigating Marketing Essay Papers eBook Formats
  - ePub, PDF, MOBI, and More
  - Marketing Essay Papers Compatibility with Devices
  - Marketing Essay Papers Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Marketing Essay Papers
  - Highlighting and Note-Taking Marketing Essay Papers
  - Interactive Elements Marketing Essay Papers
8. Staying Engaged with Marketing Essay Papers
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Marketing Essay Papers
9. Balancing eBooks and Physical Books Marketing Essay Papers
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Marketing Essay Papers
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Marketing Essay Papers
  - Setting Reading Goals Marketing Essay Papers
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Marketing Essay Papers
  - Fact-Checking eBook Content of Marketing Essay Papers
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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