


 **UNDERSTANDING
DESTINATION MARKETING**

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 A vertical flowchart with six colored circles connected by a line, each containing a question or topic:

- What is a destination?
- What is marketing?
- What is destination marketing?
- Service characteristic
- Needs, wants and demands
- Marketing goals

 **WHAT IS A DESTINATION?**



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 **DESTINATION**

- A single entity – one product
- Many products – comprising of every kind of tourism organisation and operation
- Socio-cultural entity – its history, people, traditions, way of life
- A concept – in the minds of tourists and potential visitors

Bierman (2003) a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit

 **WHAT IS MARKETING**

 A diagram showing two boxes connected by a large blue 'plus' sign.

Box 1:

- A Philosophy
- An Attitude
- A Perspective
- A Management Orientation

Box 2:

A Set of Activities, including:

- Products
- Pricing
- Place
- Promotion





the **science and art** of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies **needs and desires**. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which **segments** the company is capable of serving best and it **designs and promotes** the appropriate products and services. Kotler 2003

Marketing = process by which a firm profitably translates customer needs into revenue.



DESTINATION MARKETING



- Destination marketing is the **process of communicating** with potential visitors to **influence** their **destination preference, intention to travel** and ultimately **their final destination and product choices** (sustainable tourism, 2016)
 - Improve the attractiveness of the destination;
 - Position the destination or the tourism products on the market place;



Why destination marketing?



DEMAND

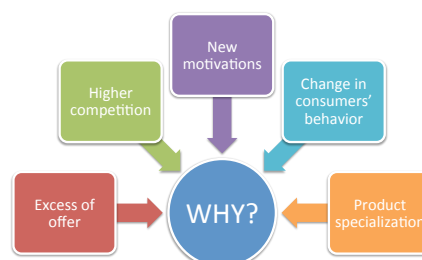


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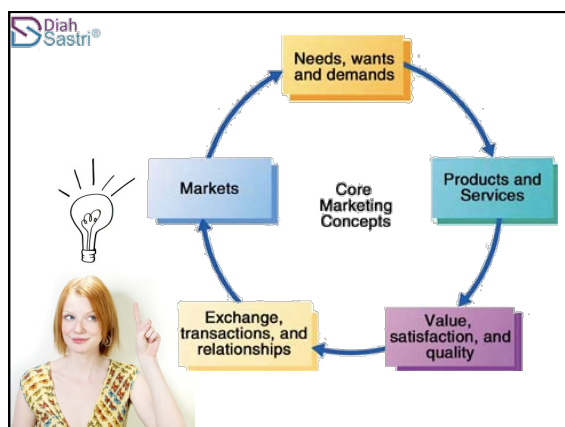
Why destination marketing?



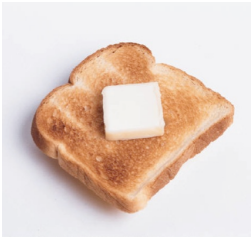
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**Service Characteristic:
Five I's of Services**

1. **I**ntangibility (lacks physical existence or form)
2. **I**nventory (Perishability)
3. **I**nseparability of Production and Consumption
4. **I**nconsistency (Variability)
5. **I**nvolvement



This is a Need



Needs - state of felt deprivation including physical, social, and individual needs.


This is a Want



Wants – Needs become wants when they are directed to specific objects that might satisfy the need.

This is Demand

Wants + Buying Power = "Demand"



The Basic Concept

The marketing concept states that businesses **MUST** satisfy customers' **needs and wants** in order to make a profit.



MARKETING GOALS

MARKETING GOALS

There are three main objectives that are followed by the marketing discipline:

1. Customer satisfaction and (service) quality
2. Stimulation of market exchanges and customer retention
3. Branding of services, products, and companies

Marketing Goals

1. Customer satisfaction and (service) quality

delivered (perceived) service/product \geq expected service/product*

→ customer satisfaction

delivered (perceived) service/product $<$ expected service/product*

→ customer dissatisfaction

* requires a "positive expectation"

Marketing Goals

2. Stimulation of market exchanges and customer retention

- Customer satisfaction is a main determinant for stable and voluntary buying relationships
- Compliance management plays an important role in retaining customers
- Stimulation of market exchanges and customer retention is supported by a strong service/product/company brand



