

Tourism Marketing

I. Services Marketing:

Intangibility: The customer can not touch the services, but they can smell them. While selling or promoting services, we need to concentrate on the benefits and satisfaction which a buyer can derive after buying.

Perishability: Unutilized and underutilized services are found to be waste sometimes. A hotel room unutilized is termed as unutilized service which is also a revenue waste. On the other hand, an unused holiday destination means that the lifespan has been increased. So, perishability is a composite factor which is based on the product and cannot be generalized for the entire services one.

Inseparability: Generally, the services are generated and supplied simultaneously. The service and their providers are one and the same. It is the inseparability that makes the task of marketing services a bit more difficult.

Heterogeneity: Another feature is heterogeneity which makes it difficult to establish a standard. The quality of services can't be standardized. The prices charged may be too high or too low. In the case of entertainment we find the same thing. The same type of services can't be sold to all the customers even if they pay the same price.

Lack Of Ownership: It is also ownership that makes it significant to market the services in a bit different way. The goods sold are transferred from one place to another, the ownership is also transferred and this provides to the buyers an opportunity to resell. In the case services, we don't find the same thing. The users have just an access to the services.

Simultaneity: Services can't be delivered to the customers or users. Service doesn't move through the channel of distribution. For availing the services, it is essential that users are brought to the providers or the providers go to the users. It is right to say that services have limited geographical areas.

Quality: The quality of service requires another tool for measurement. We can't measure it in terms of service level. It is very difficult to rare or qualifies the total purchase. As, for example, we cannot qualify the room size of a hotel, likewise drinks served in the restaurant.

II. Tourism marketing

One of the areas where the marketing found wide application is tourism, which can still be called a "traveling industry." The aim of marketing in tourism is the production and placement of products to suit a wider range of tourism consumers. It should facilitate the exchange process on the tourism trade. Marketing in tourism can be seen as the subsystem in the system of marketing services.

Key role in achieving the competitive position of the company and the tourism belongs to marketing, as a key feature of any economic activity. It, through operational performance achieves the most optimal combination of marketing mix.

Tourism product The tourism product is a complex set of different physical resources, activities and services. By buying this combination of natural resources, activities and services, the guest buys a desire for experience, for certain experience. It can be freely said that it is leading, carrying instrument in the business and tourism industry.

Tourism price: When we talk about the price, as the element of marketing mix, it should be emphasized that only it, unlike the other elements that imply costs, generates income. Pricing of tourism products (and indeed every other) is a very sensitive job. Under the conditions of intense competition, higher prices could cause a decline in sales and thus influence the total income. On the other hand, the price has to cover production costs and ensure a profit.

Promotion in tourism Promotion as a marketing mix element is intended to provide support for the placement of product in the tourism market and to create awareness about it, create the image, and finally and most importantly to conduct it's positioning in the market. In a word, the goal of the promotional mix is to provide a favorable image of the tourism product to potential tourists and thus enable it to be their first choice. Given the aforementioned, it can be said that the aim of promoting tourism is to: $\frac{3}{4}$ Create a positive image, the image of tourism organization and destination, thereby improving the position in tourist market. $\frac{3}{4}$ Give the right information at the right time in the purchase of travel services. $\frac{3}{4}$ Provide assistance to distributors in creating acceptable offer for less integrated tourist destinations (products)

Distribution: The importance, which the distribution has for tourism Service Company and for the consumer is exactly the reduction of transactions and communication channels, which facilitates the entire product availability process. Considering that it performs a specialized activity, the cost distribution will be much smaller than if the tourism companies would itself organize such a process. There is an entire range of travel mediators, which perform the function of distribution. Kotler states that they are: travel agents, tour wholesalers, specialist, hotel representatives, national, federal and local travel agencies, consortia and reservation systems, Internet, receptionists(Kotler,Bowen&Makens,2010.).

People: Most tourists can think about situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy from people and people buy a service that they like. People's well-being is a crucial starting point to ensure best quality services.

Process (Planning or programming):

The process that a customer goes through from the moment they book your activity to when they finally complete the tour should be as pleasant, convenient, and seamless as possible.

Physical evidence:

Some of these include website design, physical tour office layout, employee uniforms, brochures, marketing material, and souvenirs or free swag. It's also worth highlighting any tangible elements of your tour that customers can look forward to in your promotional material or tour descriptions.

References:

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- Elida Cirikoviý, Marketing mix in toruism, Academic Journal of Interdisciplinary Studies 3(2). DOI:10.5901/ajis.2014.v3n2p111