1. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing.

Ans: The difference between marketing and selling concept are elaborated in the points given below:

1. A business notion, which states that if consumers and businesses remain unattended, then there will not be ample sale of organisation’s product, is the selling concept. A business orientation which talks about accomplishing organisational goals by becoming better than others in providing customer satisfaction is the marketing concept.

2. The marketing concept is related to the directing goods and services towards the mind of consumers. On the contrary, the selling concept is concerned with compelling consumer’s mind towards goods and services.

3. The initial point of marketing concept is the target market, i.e. first of all the research of the entire market is conducted. As against this, the factory is the starting point of the selling concept.

4. The main focus of marketing concept is on the customer needs, but the selling concept puts greater thrust on the existing product.

5. The marketing concept has an outside-in perspective while selling concept has an inside-out perspective.

6. Satisfaction of consumers is the essence of the marketing concept. Conversely, the selling concept relies on the transfer of title and possession of the product from one person to another.

7. There is a long-term business planning in the marketing concept; that concentrates on brand loyalty and high switching cost. In contrast, the selling concept has a short-term business planning, i.e. taking a good position and share in the market but only for a short period.

8. The marketing concept is oriented towards profit maximisation, whereas in selling the concept, sales maximisation, is the ultimate objective.

9. The efforts involved in selling concept includes promotion and persuasion, but integrated marketing efforts are used by marketing concept, which encompasses various strategies related to the marketing mix i.e. product, price, place (physical distribution) and promotion.

10. In the marketing concept, the price is determined on the basis of various forces present in the market, i.e. demand and supply of the commodity. Unlike selling the concept, where the cost of production forms the basis of determining the price of the product or service.

Nowadays, tourism is considered as one of the most dynamic economic field, with a continuous oscillatory evolution, being defined as the most profitable industry at the end of the 20th century. John Naisbitt identifies tourism, in his famous book “Megatendencies”, as the industry with the fastest development at the beginning of the 3rd millennium. If the present day tendency continues, tourism will become the first exporting industry and it will keep its position of first industry in the world that creates jobs. Analyzing the links between the touristic market and the service market, one has to notice that firstly, the touristic market is, through its nature, a service market, its development being conditioned by the existence of a wide range of offers in transport, accommodation, restaurants, recreation, cure facilities. On the other hand, one can also notice the interference between the touristic market, and that of the goods for the touristic consumption. On the worldwide touristic market, the countries which will succeed in attracting the tourists will be those proving a deep preoccupation with the increasing of the competition on the top levels of the touristic sector.

2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination.

Ans: A marketing plan is a document developed by company leaders and marketing professionals. This tool offers a guide for the marketing department to implement steps necessary to align with stated marketing objectives and strategies. Typically, companies develop a marketing plan every few years but review it periodically for adjustments or changes based on company strategy.

Objectives

A major purpose of the marketing plan is to set the company on a specific course in marketing. Goals of marketing generally align with broader company objectives. A new company looking to grow, for instance, often has a marketing plan that emphasizes strategies to increase customer base. A low penetration pricing strategy is a common technique in this case. Gaining marketing share, increasing customer awareness and building favorable attitudes are other common objectives. The objectives element of a marketing plan helps companies ensure all marketing investments have a target.

Budget

Marketing professionals often have to sell company leaders on the importance of allocating significant resources to the marketing budget. In a thorough marketing plan, you lay out the necessary budget and resources needed to complete the objectives stated. The plan allows you to showcase what you intend to accomplish with the budget, making it possible for executives to generally assess potential return on the investment of marketing dollars.

Accountability

Several facets of a marketing plan relate to accountability. The plan is a general commitment from company leaders and the marketing staff to take the company in a certain direction. Once strategies are outlined and tasks are developed, each task is assigned to a person or team for implementation. This specific list of assigned marketing roles allows the company to better track milestones and communicate with employees on progress in implementation.

Strategic Planning

The marketing plan is a critical document that coincides with the bigger picture company strategic plan. Having a marketing plan helps company leaders develop and monitor expectations for other functional areas. If sales growth is a marketing plan goal, for instance, company leaders may have to ramp up sales staff in stores to help generate more sales. If increased customer service is a strategy to improve retention and loyalty, the company may allocate funds to train and develop stronger customer service and support team members.

The term “tourism marketing strategy” is often used incorrectly to describe the individual tactics a destination uses to promote themselves. Instead, your tourism marketing strategy is your master marketing outline. Yes, it includes the individual tactics you’ll be using in your marketing, but it also contains so much more.

Your destination’s tourism marketing strategy will also include:

- Buyer Personas
- Goals