

# **TOURISM MARKETING**



# DEFINITION

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- ❖ Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, good and services to create exchanges that satisfy individual and organizational objectives.



# EVOLUTION OF MARKETING

FROM 1950 TO 2017



# ERA

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- ❖ A system of chronology dating from a particular event.
- ❖ A major division of time that is a subdivision of an aeon and is itself subdivision into periods.

# EVOLUTION OF MARKETING

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- ❖ Production era
- ❖ Product era
- ❖ Sales era
- ❖ Marketing era
- ❖ Relationship marketing era
- ❖ Social era

# PRODUCTION ERA ( 1860 – 1920 )

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- ❖ Before **1925**, most firms focused narrowly on production.
- ❖ High quality products
- ❖ Mass production
- ❖ “A good product will sell itself.”



# PRODUCT ERA

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- ❖ The attitude changed slowly and approach shifted from production to product and from the quantity to quality.
- ❖ This era brought about marketing beliefs that consumers will favor those products that offer the most quality, performance or innovative features.



# SALES ERA ( 1930 – 1950 )

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- ❖ “Creating advertising and selling will overcome consumers resistance and persuade them to buy.”
- ❖ Sales seen as the major means for increasing profits





# MARKETING ERA ( 1950 – 1990 )

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- ❖ “The consumer rules find a need and fill it.”
- ❖ Marketing and selling are no longer synonymous
- ❖ Marketing concept =companywide consumer orientation with the object of achieving long –run success.



# RELATIONSHIP MARKETING ERA (1990 )

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- ❖ “Long term relationship with customers and other partners lead to success.”
- ❖ Focus on obtaining and maintaining relationship with customers and suppliers
- ❖ Strategic alliances and partnership



# SOCIAL ERA ( 2000 – PRESENT )

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- ❖ “Connecting to customers via internet and social is an effective tool.”
- ❖ Number of people signed up for social media sites
- ❖ Easier access to customers





**THANK  
YOU!**

