

# *DESTINATION DEVELOPMENT & MANAGEMENT*

-

## *Unit 4*

# DESTINATION PROMOTION AND PUBLICITY

Destination promotion can be conducted in a variety of ways, and most destinations appear to make widespread use of most of the possible forms of promotion.

Some promotional tools, however, tend to attract more use and attention. Advertising, for example, targeting either travel consumers or alternatively the travel trade, is the most manifest form of promotion.

Consumer advertising, particularly using print, television, radio, outdoor and now Internet media, predominates. But trade advertising in travel trade magazines and newspapers, for example, also plays an important role. DMOs also undertake personal selling of destinations.

- This is executed mainly through the travel trade for reasons of efficiency and effectiveness. Examples include trade shows, exhibitions and events; specialist travel agency training programmes; trade familiarization tours; and meetings, conventions and incentives sales management.
- It appears the use of direct marketing methods has increased as destinations have turned to the direct mail of destination brochures or visitor guides/magazines, as well as the use of global distribution systems and destination Web pages to facilitate direct communication and bookings.
- Publicity involves information from an outside source used by the news media based on its news value public relations is a much broader concept as it involves in addition a broader range of planning activity for building good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image", and handling or heading off unfavorable rumors, stories and events.

- One can say that publicity represents the tools by which public relations objectives are carried out.
- **Kotler et al. (1998)** identify these tools as consisting of news, speeches, special events, written materials, audio-visual materials, corporate identity materials and community service activities which communicate information about the organization to its publics through the various news, information and entertainment media.

### Some of the tools used for publicity are :

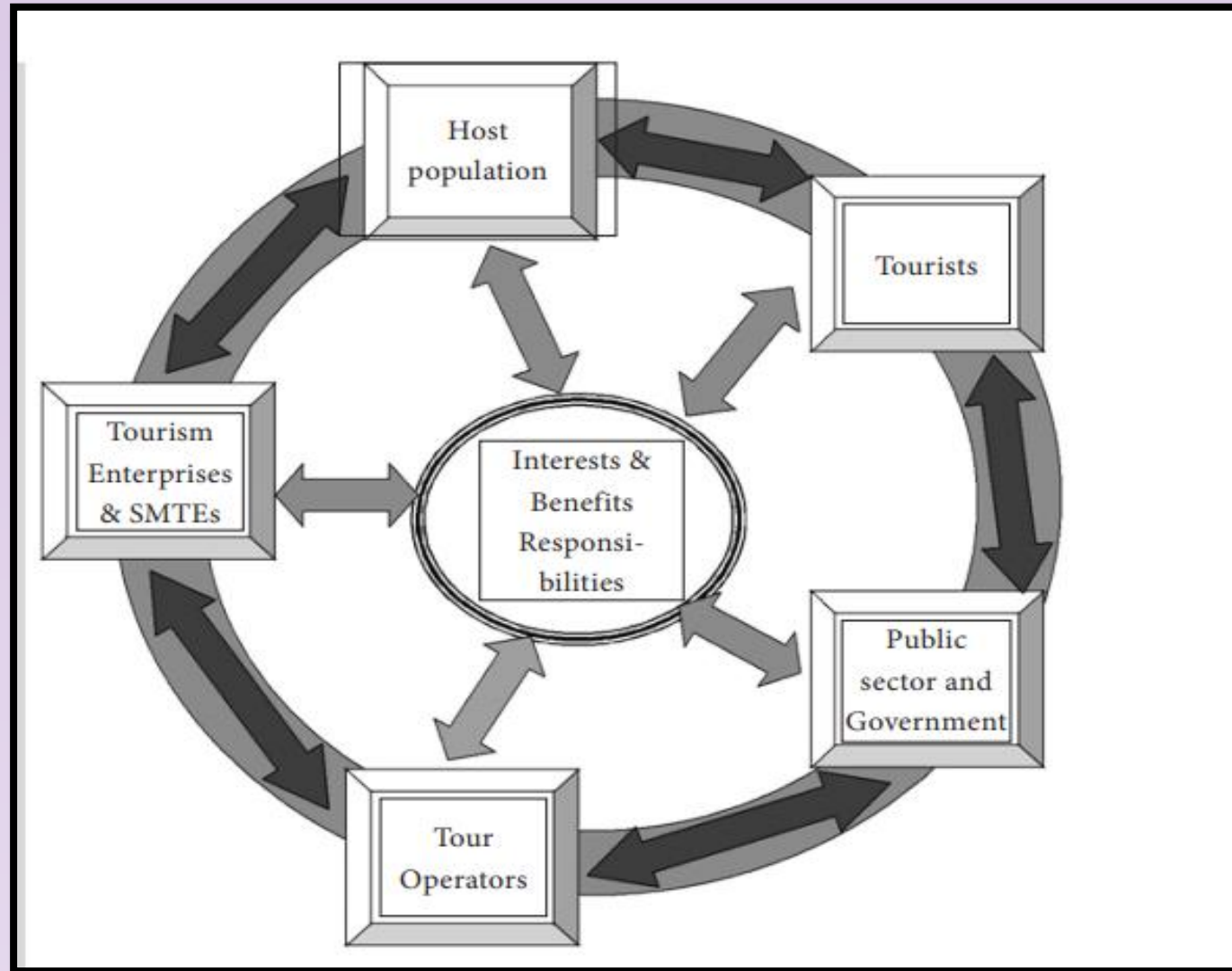
- ✓ **Movies** : Busby and Klug (2001) note that ‘Many countries... have seen a dramatic increase in visitor numbers to locations that have been featured in films or television programmes.’
- ✓ **Press Kits** : These are written materials. Press kits are an effective way to inform travel writers about a destination. Press kits were used extensively by the Australian Tourist Commission (ATC) with success to inform the media and thereby promote the 2000 Sydney Olympics and Australia.

# SIX' A'S FRAMEWORK FOR TOURISM DESTINATIONS

## Six as Framework for Tourism Destinations

- Attractions (natural, man-made, artificial, purpose built, heritage, special events)
- Accessibility (entire transportation system comprising of routes, terminals and vehicles)
- Amenities (accommodation and catering facilities, retailing, other tourist services)
- Available packages (pre-arranged packages by intermediaries and principals)
- Activities (all activities available at the destination and what consumers will do during their visit)
- Ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc)

# THE DYNAMIC WHEEL OF TOURISM STAKEHOLDERS



**Buhalis and Fletcher, 1995.**

# DESTINATION MARKETING MIX

- The term “marketing-mix,” was first coined by Neil Borden, the president of the American Marketing Association in 1953.
  - It usually refers to the **4P classification** for developing an effective marketing strategy, which encompasses: **product, price, place (distribution) and promotion**. When it’s a consumer-centric marketing mix, it has been extended to include **three more Ps: people, process and physical evidence, and three Cs: cost, consumer and competitor**. Depending on the industry and the target of the marketing plan, marketing managers will take various approaches to each of the four Ps.
- Frameworks that assist destination marketers to decide marketing mixes are
- ✓ Formulating the destination product
  - ✓ Pricing the Destination
  - ✓ Distributing tourism destination and
  - ✓ Promoting the destination

# DESTINATION COMPETITIVENESS

- Competitive strategy is the search for a favourable competitive position in an industry. This is a function of both the attractiveness of the industry and the relative competitive position within that particular industry, as well as alternative activities that an organization can undertake.
- Competitiveness is defined here as the effort and achievement of long term profitability, above the average of the particular industry within which they operate as well as above alternative investment opportunities in other industries.
- Ritchie and Crouch (1993) have developed a comprehensive model for tourism organisations. The framework explains that the prosperity of destination depends on the competitiveness of all economic sectors as well as the competitiveness of tourism.



Tourism Competitiveness = F<sub>n</sub>

{destination appeal (attractiveness and deterrents)}

{destination management (marketing and managerial efforts)}

{destination organization (DMO capabilities, strategic alliances

{destination information (internal management information system, research capabilities)}

{destination efficiency (integrity of experience, productivity)}

**Ritchie and Crouch model for tourism destination competitiveness**

**Destination prosperity = f<sub>n</sub> Competitiveness (Sector 1, Sector 2, tourism...)**

# DISTRIBUTION CHANNELS

- **Middleton (1994)** proposes that “a distribution channel is any organized and serviced system, created or utilized to provide convenient points of sale and/or access to consumers, away from the location of production and consumption, and paid for out of marketing budgets.”
- **The World Tourism Organization (WTO, 1975)** suggests that “a distribution channel can be described as a given combination of intermediaries who co-operate in the sale of a product. It follows that a distribution system can be and in most instances is composed of more than one distribution channel, each of which operates parallel to and in competition with other channels.”
- **Wanhill (1998)** suggests that “the principal role of intermediaries is to bring buyers and sellers together, either to create markets where they previously did not exist or to make existing markets work more efficiently and thereby to expand market size.”

# **FUNCTIONS OF DISTRIBUTION CHANNELS**

- **Identify consumers' needs, requests and expected experiences**
- **Assemble tourism products from different providers according to customer expectations**
- **Provision of coordinated and seamless tourism products**
- **Facilitate the selling process by reserving and issuing travel documents**
- **Reduction of prices by negotiating and pre-purchasing tourism products in bulk**
- **Ameliorate inventory management by managing demand and supply**
- **Issue and deliver travel documentation, i.e., ticketing, vouchers, etc.**
- **Assessment of quality of facilities and products**
- **Assistance in legal requirements for consumers (e.g., visas) and suppliers**
- **Facilitate communications between consumers and suppliers especially in multilingual and multicultural environments**
- **Reduce the perceived risk for consumers**
- **Provision of information by using leaflets, maps, brochures, video, CDs**

- Consumers guidance/advice/consultation
- Undertake pre- and post- experience marketing research
- Facilitation of access to often remote tourism products, for both bookings and purchasing
- Establish a clearing system where each channel member receives payments for their services
- Spreading the commercial risk involved between channel members
  
- Arranging details and ancillary services, such as insurance, visa, currency, etc.
- Assume risk when pre-purchasing tourism products
- Promotion of particular products or packages, in co-operation with suppliers
- Promotion of distressed capacity in low period and at the last minute
- Complaint handling for both customers and industry

# MARKETING COMMUNICATION AND STRATEGIES

- Marketing communication helps to develop brand awareness, which means that consumers translate product information into perceptions about the product's attributes and its position within the larger market.
- Businesses also use marketing communication to retain the product's current customer base, and to cement relationships with customers and suppliers. Marketing communication strategy defines the business's plan for product information dissemination and brand awareness development.
- No company can be sure they are using the most efficient media mix without creating a marketing communication strategy that is aligned with their overall strategic marketing direction.

- Some of the Marketing Communication Tools are :

- ✓ Advertising
- ✓ Sales promotion
- ✓ Events and experiences
- ✓ Public relations and publicity
- ✓ Direct Marketing
- ✓ Personal selling
- ✓ Word of mouth (Referrals)
- ✓ Internet Marketing and
- ✓ Relationship marketing

THE END