
UNIT 16: MARKETING ESSENTIALS FOR TRAVEL AND TOURISM

Facilitator: Mrs. Shaw-Jones and Miss Hunter

Date: 06 May 2019



UNIT 16: MARKETING ESSENTIALS FOR TRAVEL AND TOURISM

■ Course Overview

- In this unit you will be introduced to the Principles of Marketing and will also learn how to design a marketing plan. You will be exposed to all the elements of the Marketing Mix and know how these can be combined to achieve a desired result.
- You will be exposed to the framework for marketing and the applicable theories that underpin Marketing. Application of the principles learned are paramount in the course and much of what will be done will be related to real life scenarios that are relatable.
- Marketing is a crucial part of the Travel and tourism industry and in order for the industry to be sustained; marketing efforts are critical in the design and delivery of products and services that will suit customer's tastes and preferences.

LEARNING OUTCOMES

- This course is broken down into three learning outcomes and as such at the end of each outcome students will be able to do the following:
- **LEARNING OUTCOMES**
- By the end of this unit a student will be able to:
- • LO 1. Explain the role of marketing and how it interrelates with other functional areas of a travel and tourism.
- • LO 2. Compare ways in which travel and tourism organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.
- • LO 3. Develop a basic marketing plan to meet marketing objectives for a travel and tourism organisation.



LEARNING OBJECTIVES

- **CLASS 1**
- • Definitions of marketing and the nature of marketing Use (definition of marketing by Chartered Marketing Institute (CMI), Phillip Kotler, and American Marketing Association (AMA))
- • The development of the marketing concept, including current and future trends.
- • How the external environment influences and impacts upon marketing activity.

LEARNING OBJECTIVES

- **CLASS 2**
- • Link between business objectives, corporate strategies and marketing roles.
- • The structure and operations of marketing departments.

LEARNING OBJECTIVES

- **CLASS 3**
- • Overview of marketing processes that include analysis, strategic planning and the marketing mix.
- • The different roles of marketing within both a B2C and B2B context.

LEARNING OBJECTIVES

CLASS 4

- • Functional areas of a business
- • Marketing as a business function.
- • The roles and operations of the other functional areas of the business.
- • The interrelationships between these functional units and marketing.

CLASS BREAKDOWN

- The class will be co-coordinated by Miss Hunter and Mrs Shaw-Jones.

The class will be structured by allotting 1 ½ hours to a tutorial session and the remaining ½ hour for question and answer/ presentation and activities.

Students are required to read in advance of the lessons.

- The case study on RYDE South Florida, supporting video, and articles will be posted on iTutor to support your development. Learning outcome 1 will be done over a four week period and the week 5 is the examination.



LEARNING OUTCOME 1-CLASS 1

WHAT IS MARKETING

- Marketing is the management process that is responsible for identifying, anticipating and satisfying the customer requirements profitably. In other words the marketing process is the study of market forces and factors and how the company positions it self in relation to its competitors to optimize the benefits to be gained.
- Without marketing companies are not able to close the gaps that exist between itself and the customer and as such the competition will always capitalize on these opportunities if nothing is done.
- (<https://www.thensmc.com/sites/default/files/CIM%207Ps%20Resource.PDF>)

WHAT IS MARKETING

- Marketing is not selling but is the process of interpreting what the customers needs and wants are and find ways of matching or exceeding those expectations of the customer.
- A competitive marketplace is one that is incited by the use of marketing. This helps an organization to respond to the needs of the customer and serve them in unique and creative ways.
- (<https://www.thensmc.com/sites/default/files/CIM%207Ps%20Resource.PDF>)

WHAT IS MARKETING

- Marketing has played a key role in many businesses today and this includes pharmaceutical companies, airlines, sport brands, food and drink companies etc.
- (<https://www.thensmc.com/sites/default/files/CIM%207Ps%20Resource.PDF>)

WHAT IS MARKETING –PHILLIP KOTLER

- Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled 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.
- Marketing is often performed by a department within the organization. This is both good and bad. It's good because it unites a group of trained people who focus on the marketing task. It's bad because marketing activities should not be carried out in a single department but they should be manifested in all the activities of the organization.
- *(Kotler Marketing Group, Inc.)*

WHAT IS MARKETING – AMERICAN MARKETING ASSOCIATION

- *Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.*
- *Definition broken down'*
- *-This refers to the things that are done within the organization that are geared towards achieving the corporate goals of the organization.*
- *-set of institutions refers to the tools, practices and approaches that can be used in the marketing role.*
- *The marketing goals entail **creating, communicating, delivering and exchanging offerings that have value**"*
- *(Meerman, 2010)*

WHAT IS MARKETING – AMERICAN MARKETING ASSOCIATION

- Exchanging means obtaining some form of sale in the marketplace where the product is exchanged for a financial benefit.
- Clients- This represents the broader perspective of the persons that are served in an organization. A non profit institution will have clients rather than customers.
- Partners- This refers to the businesses that are critical to achieving commercial success. This may include suppliers, wholesalers, retailers etc.
- Society at large refers to how an organization attempts to create value for its customers.

THE MARKETING CONCEPT

- **The Production Concept.**
- This concept is the oldest of all the marketing concepts. The concept focuses on providing products that are widely available and inexpensive. Managers focusing on this concept concentrate on achieving high production efficiency, low costs, and mass distribution. They assume that consumers are primarily interested in product availability and low prices. This orientation makes sense in developing countries, where consumers are more interested in obtaining the product than in its features.
- *(THE MARKETING CONCEPT)*

THE MARKETING CONCEPT

- **The Product Concept.** This concept focuses on consumers will favour those products that offer the most quality, performance, or innovative features. Managers focusing on this concept concentrate on making exceptional products and improving them over time. With the product concept, management assume that buyers admire well-made products and can value quality and performance. However, these managers are sometimes caught up in developing a product and do not realize what the market needs.
- *(THE MARKETING CONCEPT)*

THE MARKETING CONCEPT

- **The Selling Concept.**
- This is another common business orientation. It holds that consumers and businesses, if left alone, will ordinarily not buy enough of the selling company's products. The organization must, therefore, undertake an aggressive selling and promotion effort. This concept assumes that consumers typically show buying inertia or resistance and must be coaxed into buying. The selling concept assumes that the company intention of effective selling and promotional tools to stimulate more buying. Most firms practice the selling concept when they have overcapacity of goods. This means that they have overstocked the product and wish to sell to liquidate a certain stock of goods. Their aim is to sell what they make rather than make what the market wants.
- *(THE MARKETING CONCEPT)*

THE MARKETING CONCEPT

- **The Marketing Concept.** This is a business philosophy that challenges the above three business orientations. Its central tenets crystallized in the 1950s. It holds that the key to achieving its organizational goals (goals of the selling company) consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its selected target customers. The marketing concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
- *(THE MARKETING CONCEPT)*

CURRENT AND FUTURE TRENDS IN MARKETING

The Pre-Digital age

- Basic Printed Works (like flyers, newspapers, posters, phonebooks, etc.)
- Billboards
- Radio Advertisements
- Telemarketing
- Early Television Advertisements

CURRENT AND FUTURE TRENDS IN MARKETING

The Digital Age

- Expanded Print Advertising
- Expanded use of Television Advertisements
- Introduction of Spam Emails

CURRENT AND FUTURE TRENDS IN MARKETING

Current Trends in Marketing

- Social Media Marketing
- Retargeting Campaigns
- Text Message Advertisements
- Targeted Emails
- Internet Video Advertisements

CURRENT AND FUTURE TRENDS IN MARKETING

- Think of the possibilities of future marketing trends?



THE EXTERNAL ENVIRONMENT ON MARKETING

- There are one of several factors that influence marketing efforts:
- Competition
- • Government policies
- • Natural forces
- • social and cultural forces
- • Demographic factors
- • Technological changes
- *(MY MARKETING NOTEBOOK: The six (6) external environmental forces that can influence your business)*

THE EXTERNAL ENVIRONMENT ON MARKETING

- **Competition:** competition refers to the numbers of similar competitive product brands' marketers in your industry, their size and market capitalizations. You as a marketer might not have direct influence on them, but it's important that you monitor their activities, and then design effective strategies using factors that are controllable.
- **Governmental policies:** the government policies refers to the laws and legality that guides the land, they go long way to affect your business operations as a marketer. This means for instance, government restriction on the importation of a particular product might hinder the marketers playing in that particular field.
- **Natural forces:** this refers to the physical environment, it comprises of the available or lacks of natural resources that can stop or prevent your production or output.
- *(MY MARKETING NOTEBOOK: The six (6) external environmental forces that can influence your business)*

THE EXTERNAL ENVIRONMENT ON MARKETING

- **Social and cultural forces:** The social and cultural forces refers to the structure and dynamics of individuals and groups and their behaviours, beliefs, how a target market thinks their patterns and lifestyles, friendship etc. All of these factors affect the marketing operations of a business.
- **Demographic factors:** demography refers to study of people, such as their age, sex, marital status, occupation, family size etc. Though, demography is uncontrollable because you cannot control the sex, age, marital status in your external environment, but accurate forecast of it goes a long way to enabling you as a marketer forecast future trends and consumptions of your product.
- **Technological changes:** technology post much challenges to marketers, it affects the kind of product that you as a marketer can offer, For instance, technology have changed products like typewriting machines into a more proficient computer systems. You cannot stop the advancement of technology, but you can learn to adapt to its' changes.
- *MY MARKETING NOTEBOOK: The six (6) external environmental forces that can influence your business)*

RYDES SOUTH FLORIDA OVERVIEW

■ SCOPE OF PRODUCTS AND SERVICES

RYDE currently offers ground transportation mainly to visitors through the Ft. Lauderdale International Airport. The service includes: personal airport greeter, airport transportation, hourly chauffeured ride, and limousine service. RYDE plans to extend its services to selling airline tickets, accommodations, cruise, and adventure tour packages (vacation packages) to tourists to the triregion county of Broward, Miami Dade, And Palm Beach, and then later expand its services to Orlando. The vacation packages will consist of airport greeter, round-trip airport transfers, tickets into attractions, sightseeing, shopping, south beach picnic events and party and bar hopping trips. The packages are targeted at individuals and small and large groups.

RYDES SOUTH FLORIDA OVERVIEW

- TRAVEL SERVICES
- South Florida continues to be a destination that is one of the most desired to visit. RYDE South
- Florida (short name RYDE) is a bonded, full-service travel agency licensed in Florida to sell tours, accommodation, airline tickets, cruise, and transportation. RYDE is a member of Nexion, a branch of
- Tzell Travel Group (a Travel Leaders Group company with membership in ARC, ASTA, BBB, CLIA, IAT

RYDES SOUTH FLORIDA OVERVIEW

- GROUND TRANSPORTATION SERVICES
- RYDE South Florida owns its own fleet of cars, SUV, and buses and is a new ground transportation
- company offering scheduled transportation mainly to visitors to and from the Ft. Lauderdale
- Hollywood Airport, Miami International Airport, And Palm Beach Airport.

RYDES SOUTH FLORIDA OVERVIEW

- **Services**
- RYDE \$199 ADVENTURE VACATION WILL COMBINE:
 - Airport Greeter
 - Round-trip airport/hotel transfer in Ft. Lauderdale, Miami, Hollywood, and surrounding areas.
 - Welcome beverage (alcoholic/non-alcoholic) is served in RYDE cars, SUVs, and mini-buses.
 - Boat Attraction: choice of: river cruise with round-trip transportation and tickets into the attraction; or air boat on the everglades –with round-trip transportation and tickets included.
 - Go Shopping/Hiking/Partying/Bowling/Dinner/Sightseeing with round trip transportation in the Miami or Ft. Lauderdale surrounding area. Choose TWO Activities and let's go:
 - o Fun Beach Picnic: choice of picnic on South Beach, Hollywood Beach, Ft. Lauderdale Beach, or Hollywood Beach with round trip transportations and complimentary Picnic Pack: disposal utensils, table cloth, igloo and picnic basket for the food
 - o Club/bar hopping from 10:00 pm - 3:00 am in Las Olas or South Beach.

RYDES SOUTH FLORIDA OVERVIEW

Services

- Multi-mall shopping trip (Sawgrass Mills Mall / Aventura Mall/ South Beach)
- o Dinner in Little Havana
- o Group Adventure with rock climbing, bowling, bumper car, and more at Xtreme indoor attraction park.
- ADVENTURE VACATIONS STARTING AT \$599 WITH 4-DAY ACCOMMODATION:
\$199 Adventure Vacation Package with transportation, tours, and tickets into attractions
3.5-4 Star Accommodation In Ft. Lauderdale Or Hollywood For Four Days And Three Nights
Continental Breakfast Daily
Choice of: Biking/cycling/hiking/Segway on South Beach, with transportation and tickets
Customers may add one custom activity or event for transport between 10:00am – 3:00pm.

BIBLIOGRAPHY

- Kotler Marketing Group, Inc. Retrieved from https://www.kotlermarketing.com/phil_questions.shtml
- Meerman, D. (2010). *The New Rules of Marketing and PR*.
- *THE MARKETING CONCEPT*. Retrieved from <http://www2.nau.edu/~rgm/ha400/class/professional/concept/Article-Mkt-Con.html>
- MY MARKETING NOTEBOOK: The six (6) external environmental forces that can influence your business. Retrieved from <http://mymarketingnotebook.blogspot.com/2012/11/the-six-6-external-environmental-forces.html>