

Tourism marketing assignment

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It includes the uniqueness (positioning) of what visitors come to see (the product), the related cost of one place compared to another (the price), the 'distribution' or accessibility of the place to potential target markets, and the variety of methods used to inform and attract visitors (the promotional mix). Matching the product, price and place with potential visitors is at the core of tourism marketing. Although advertising and information services are significant and tend to dominate local tourism budgets, their emphasis alone will not necessarily ensure success. (Martin 2002). Too many improve believe that marketing a place means promoting a place. They view marketing as an image-building exercise, confusing it with one of its sub-activities, namely promotion. Marketing is a strategic process that aims to fit the resources of a destination to the opportunities existing in the market.

It is as much about retaining tourists as it is about winning new business. Place marketing means designing a place to satisfy the needs of its target markets. It succeeds when citizens and businesses are pleased with their communities, and it meets the expectations of visitors and investors. (Martin 2002) The desire to become a recognizable destination presents a marketing challenge (Hashes et al cited from Kettle, et al. 2006). According to Keenan Cravings (2009) the marketing mix for any service industry is discussed as ups. These are, Product Elements, Process, Place and Time, Productivity and Quality, Promotion & Education, People, Price & other user costs, and Physical Evidence.

In tourism marketing, principal products provided by recreation/ tourism businesses are recreational experiences and hospitality, instead of moving product to the customer, the customer must travel to the product

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(area/community), travel is a significant portion of the time and money spent in association with recreational and tourism experiences, is a major factor in people's decisions on whether or not to visit your business or community.

Tourism Marketing, being a service product, has to adopt service marketing principles and it can be characterized by its permissibility, intangibility, variability (heterogeneity), inseparability (Keenan Cravings 2009).

According to Butler (1990), people often choose their tourist destination depending on what they have seen at popular audiovisual means, like television and cinema. (Nikolas et al 2011) There is no single universally accepted definition of sustainable tourism development (SST). World Tourism Organization define sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." They also defined tourism as "the act of visiting a location outside one's usual environment for less than a year, for any reason other than to be employed" (UNTO, 2008).

Over time, an ever increasing number of destinations have opened up and invested in tourism development, turning modern tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, infrastructure development and the export revenues earned (UNTO 2011)

Tourism is not a single economic activity, it comprises: Travel experience, Accommodations, Food, Beverage services, Shops, Entertainment, Aesthetics and Special events. In Ethiopia, Tourism can be used to preserve Ethiopians cultural and historic wealth, can be utilized for poverty reduction, s an

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opportunity to revitalize Ethiopians' image, and has been successful in Ethiopia before (WTFO 2006).

The question of Ethiopians' poor international image is blamed not only on international media and Nags (which are said to play up problems to secure funding for aid and development programmes), but also Ethiopians themselves, who may tend to speak negatively of their country when traveling abroad. (Mitchell et al 2009) The Amhara National Regional State is a womb of tourist attractions which houses the three most magnificent world heritage sites in Ethiopia; i.e., Simien Mountain National Park, Rock-Hewn Churches of Lalibela and Gibe-Castles of Gondar. On the way to these world heritage sites and elsewhere in the region there are also various historic and natural tourist attraction sites.

Bahir Dar, the capital city of Amhara Regional State of Ethiopia has great natural and cultural tourist attraction potentials for the development of tourism sector. Natural tourist attraction features of Bahir Dar are Blue Nile River, Blue Nile Falls, Lake Tana, Wannabe and other mineral and hot springs, its strategic location on route to various historical sites, rarity of plant and animal life including bird watching. While cultural features are ancient historical monasteries and churches in and around Lake Tana, Religious festivities, Witty Village, a historic Portuguese Bridge near Blue Nile Falls and Beja Palace. Other attractions are boating and fishing in Lake Tana and Blue Nile River. (Geting 2005)

1. Statement of the Problem

Nowadays the competition among tourist destinations is fierce due to the increasing international tourism. Each destination has an image, and some can have a stronger image than others. In order to develop a competitive

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position, it is important to create ND transmit a favorable image to potential tourists in target markets (Marino undated). Tour operators are not effectively marketing Ethiopia. Over 50% of visitors obtained information about Ethiopia either from friends or the internet; in other words their own efforts. The lack of marketing and promotional strategies calls for a more focused country branding strategy and a set of targeted tourism products (World Bank 2006).

According to the research conducted on SST in Olds' (less developed countries) there is a Significant linkages exist between tourism in Olds' ND poverty alleviation as well as economic development but there are a need of crafting and implementing a salient marketing strategies that comprises all components of marketing because tourism is not a single activity, but an agglomeration of many separate and related activities that include transport, accommodation, food and beverage services, cultural entertainment, conventions and trade fairs, sports and recreation. Strong destination-marketing campaigns are vital for any nation with tourist destination to be visited and that is the main problem of Olds including Ethiopia. For many people around the world, mentioning Ethiopia brings to mind its devastating 1984 famine. The specter of the disaster haunts the country's international image and still hurts the growth of its fledgling tourism industry.