

5.1_C1



Faculty: Tourism and Hospitality

Lecture: Introduction to tourism marketing

Marketing of tourism is not ...

- ... the same as advertising. This is only a small **part** of marketing.
- ... just about selling. There are many other related activities which are involved.

So what is it?

There are four main aspects, **known as** the 'marketing mix' – also called the 'Four Ps' – to which any _____ must pay attention.

- 1 The **Product** – must meet the needs of the _____.
- 2 **Promotion** – there are several **methods** of promoting a product, including _____, special offers, mailing and sponsorship (e.g., of sporting or musical events).
- 3 The **Price** – this depends on the financial objectives as well as the **kind** of consumer you aim at.
- 4 The **Place** – where do people _____ the products? This **concerns** both means of distribution and type of _____ (e.g., department store, supermarket, etc.).

5.1_C1 Answers



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- ... the same as advertising. This is only a small **part** of marketing.
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So what is it?

There are four main aspects, **known as** the 'marketing mix' – also called the 'Four Ps' – to which any business / company must pay attention.

- 1 The **Product** – must meet the needs of the consumers / customers.
- 2 **Promotion** – there are several **methods** of promoting a product, including advertising / promotions, special offers, mailing and sponsorship (e.g., of sporting or musical events).
- 3 The **Price** – this depends on the financial objectives as well as the **kind** of consumer you aim at.
- 4 The **Place** – where do people buy / purchase the products? This **concerns** both means of distribution and type of retail outlet / shop (e.g., department store, supermarket, etc.).