

5.1_C2



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.).