Impact of Tourism Marketing on Tourist Enterprises

Adel Ankoa
University Singidunum-Belgrade

Abstract: Tourism marketing is the act of engaging visitors to a specific tourist spot. Marketing, according to Kotler, is a social process for individuals and groups to obtain things that they need or want through specific steps to create, offer, and exchange products with others. As tourism can be considered to be a highly specific commodity, tourism marketing too has particular importance and the effective use of the tools for tourism marketing is very important for the region, as well as the entire country. Tourism marketing can thus provide valuable information in the context of a particular region to entice possible tourists, who could be in turn encouraged to visit the place.

The purpose of this paper is to study the impact of tourism marketing and how it affects tourist enterprises, and also to determine which element of the marketing mix has the strongest impact on tourism and how it will be used to enhance tourist satisfaction.

Keywords: Tourism Marketing, Tourist Satisfaction, Tourism Marketing Effectiveness

1. Introduction

Tourism industry is an extremely large and one of the most effective economic activities in the world that provides immense value-addition, and also affects several other socio-economic and cultural aspects, both directly or indirectly. Several countries regard this vibrant industry to be a major generator of not just wealth and employment, but it acts as a prime agent of growth in the private sector, leading to overall infrastructural development (Taleghani, Gilaninia & Bashiri, 2011). Even though tourism cannot alone lead to national development, however, the influx of tourists surely leads to development, owing to the associated need to create or refurbish facilities for related activities like accommodation, transportation, etc. (Dolatabadi & Yaghoobzadeh, 2009: 15).

Tourism marketing, as an administrative process, will include the assessment of current and future needs, as well as the satisfaction of tourists, to provide an impetus for healthy competition among the various travel companies and service providers. (Gilaninia, 2010). Most cities, worldwide, are trying to portray their geographical assets, so as to provide their citizens with a means of additional income, while also enhancing the quality of their lives.

Over the last few decades, city development authorities, urban planning boards and administrators, globally, have tried to improve the tourism quotient of their city, for them to be able to achieve a better and unique position in this highly competing global market. (Azadvari, 2011). Using specific marketing tools and methodologies could surely enhance the position of the tourism industry (Serdi Mahakan, 2001). Thus, tourism marketing is of special importance, since considering marketing as a management process, all the related activities, including planning, commoditization of tourism as well as attracting tourists through appropriate advertising are needed to market tourist operations. (Pender, 1999).

2. Marketing Mix of Services

For over two decades now, the marketing of affiliated services has been given prime importance for marketing research. (Gilaninia, Taleghani & Babaei, 2013). Marketing mix would normally include all the related variables which the enterprise uses to monitor the target market, so as to be able to meet the required demand. When prospective customers (or market) have been earmarked, the enterprise can begin directly their identified activities and meet maximum needs of their customers. While devising new strategies for the marketing of tourism-related goods, the marketing manager usually focus on four major strategic elements, including product, price, channels for distribution and promotional techniques for enhancing sales. There is also an additional set, comprising of the following eight variables, to provide customer-focused marketing mix (Lovelock and Wirtz, 2007: 49).

1. product
2. prices and costs
3. place (location and distribution)
4. promotion and encouragement (upgradation, training)
5. physical factors
6. people
7. process
8. productivity (quality)

3. Destination Tourism Marketing

Destination tourism is, nowadays, a highly popular form of tourism. Therefore, rather than just monitoring the tourist destination and their conditions, tourist enterprises should try to attract tourists, by devising innovative facilities and conditions to their prospective customers. (Papeli Yazdi & Saghaei, 2006: 18). Accurate analysis of the present status, with the help of tourism marketing is one of the several aspects that could be a potential cause for the possible adaptations needed to foster sustained development for tourist enterprises. The 7P marketing mix is a vital factor and it can support the cause of tourism marketing as well. Moreover, these concepts could also be used not just to assess the present situation, but also to plan how to achieve the desired state of tourism. These 7 factors include place, product, price, planning and management, promotion, physical evidence and facilities as well as people and employees. An adaptation of the Marketing process, shown in the Figure 1, is proposed here as Destination Marketing Mix model (D7PMM). This involved studying the marketing mix variables in the initial stage, followed by the assignment of priorities to indicate effectiveness of the development process in destination tourism.

![Figure 1: Marketing process (sharply, 1997 & Rezvani, 2008)](image)

4. Case Studies – Jordan and Shehzen


According to the findings of the study, we can propose the following recommendations:

The tourist enterprises must pay attention to all the elements comprising the tourism marketing mix elements that were analyzed for their vitality through the approximations made by members who had been chosen as the sample for their study, primarily owing to its effect on satisfaction of tourists, especially foreigners, visiting Jordan. They must also emphasize on developing and rolling out specific marketing strategies that have been derived from the elements of the marketing, as well as tourism, mix, which would ultimately better satisfy foreign tourists and also make their experience towards tourist places in Jordan much richer.

The tourist enterprises need to attend in better ways to the tourist, who is one of the elements comprising the marketing and tourism mix, as this would prove to be instrumental in enhancing the level of satisfaction of the tourists, particularly foreigners. Also, diversification is a prime requisite to be able to not just attract more tourists, but also to ensure that they stay longer.

Another potent factor which is a reason to increase tourist satisfaction is to use novel, customized promotional materials which would provide some additionally useful information for the foreign tourists, to make their stay more comfortable and memorable, while in Jordan. It must be also remembered that the Internet, as well as word-of-mouth, are an essential means of feedback, which would ensure free and positive advertising, from satisfied foreign tourists, about the wonderful places to see in Jordan. We must also emphasize on the need of exhibiting our culture and diversity to our trade-partnering nations, as well as to send delegates from the tourism sector to the international embassies, in order to further promote tourism.

It is imperative to focus on the convenience of the tourists bound for Jordan to be able to connect to even the neighbouring nations, so as to be able to visit multiple countries with a single flight.
Moreover, it is required to emphasize on young tourists and customize tourist itineraries as per their preferences, to enhance the level of satisfaction during their visit of tourist sites in Jordan.


The Tourism industry is closely related to the Exhibition industry and the effects of tourism and marketing strategy can be seen not just locally but even at global levels. The learnings could be summarized, as follows:

1) Exhibition industry can effectively help to promote the tourism industry with the help of the cluster and synergy effect. Negative impacts in the form of spillover effect would be minimal.
2) Applications of the local practices of Shenzhen region have been analyzed to understand the value chain provided by Tourist enterprises to the Exhibition industry, which is directly impacted by the tourist demand and supply.
3) The study found that the strategies for Tourism marketing are aligned to the branding as well as regional cooperation efforts being offered in the city of Shenzhen. Such strategies would be a huge facelift for the image of Shenzhen as a tourist destination and it would surely help to enhance tourist experience, owing to the convention and exhibition sector.

5. Impact of Effective Marketing on Tourist Enterprises

In today's highly competitive scenario, enterprises in order to survive require to use novel marketing methods as well as specialized marketing research. Studies point out that the failure of companies arise out of their inadaptability to marketing methods. Such enterprises disregarded the developments in the market, as well as the change in customer preferences, and focussed on increasing sales rather than to employ modern marketing techniques, as they only aimed to earn more profit than to focus on customer satisfaction. Marketing is of course a war, even though not with the gun. Rather, as said by Albert Emery, marketing can be equated to civil war, where in most face-offs, successful enterprises are those which use more appropriate words, novel concepts and high intellect levels; i.e., those who have modern, integrated methods of marketing management, to be able to emerge victorious in this competitive scenario. (Constantinides, 2004: 124).

Destination tourism marketing, to be effectively managed, needs the alignment of enterprises towards marketing of specific tourist destinations. Performance, in this regards, can be enhanced only when related activities make an attempt to integrate management system elements and components with those of destination tourism marketing (Farzin & Safari, 2009). Marketing, in fact, can be defined as the management process which is responsible for the activities that include determination, anticipation and meeting customer requirements in a beneficial manner. (Kotler et al., 2005).

The tourism industry of any nation can be developed only if the tourist enterprises make use of appropriate tools for marketing and focus on the proper parameters. (Saei & et al, 2010). Tourism Marketing aims to identify as well as to understand particular requirements of the tourists, so as to be better able to achieve the enterprise goal, namely enhanced customer satisfaction. (Aminbidokhti & Nazari, 2009). General objectives of the marketing strategy could be to analyze the different components, to identify marketing parameters in order to guide product mix development, schemes and plans determined for carrying out public relations tasks as well as to set deadlines and targets for promotional and advertising campaigns (Dowsett, 1997). Further, tourism marketing is extremely vital, since with the knowledge of the marketing process, all the related activities comprising planning, development of the tourist product, and to be able to attract tourists would require marketing support. Tourism Marketing thus comprises of all activities for assessing the market as well as the customer expectations, together with evaluation of the services and facilities. This assessment also includes the analysis of costs required to achieve these goals and facilities to enhance customer satisfaction. Results of the study could prove helpful in attracting tourists.

6. Conclusion

The Tourism industry is always contemplating creation of opportunities. Opportunities are usually being created as the result of the dynamic physiological and income needs. Tourist enterprises thus engage creative professionals and experts, who make use of available instances, and also create newer opportunities, for the departments involved in the Tourism industry, as well as their investors. Tourism marketing aims to identify and understand, sometimes even to predict, the desires of the tourists, so as to provide them the required facilities, which in turn would enhance the motivation for tourists to plan further visits. This would, in turn, increase tourist satisfaction and also
help to achieving the goals of the tourist enterprises.

Proper planning and application of Marketing principles to the Tourism sector could help tourist enterprises to achieve higher levels of customer satisfaction, while also focussing on framing of appropriate proposals that could help the tourist enterprises to market their offerings to potential tourists, in the form of Destination tourist packages. This would however need the efforts on the social and political fronts, at the national and global levels, to remedy the basic structural weakness plaguing the Tourism industry, as well as it will need a large amount of conceptual thinking by the country’s decision making authorities and politicians, to enhance the image of the country as a potential tourist destination.

References