

are YOU ready for this?

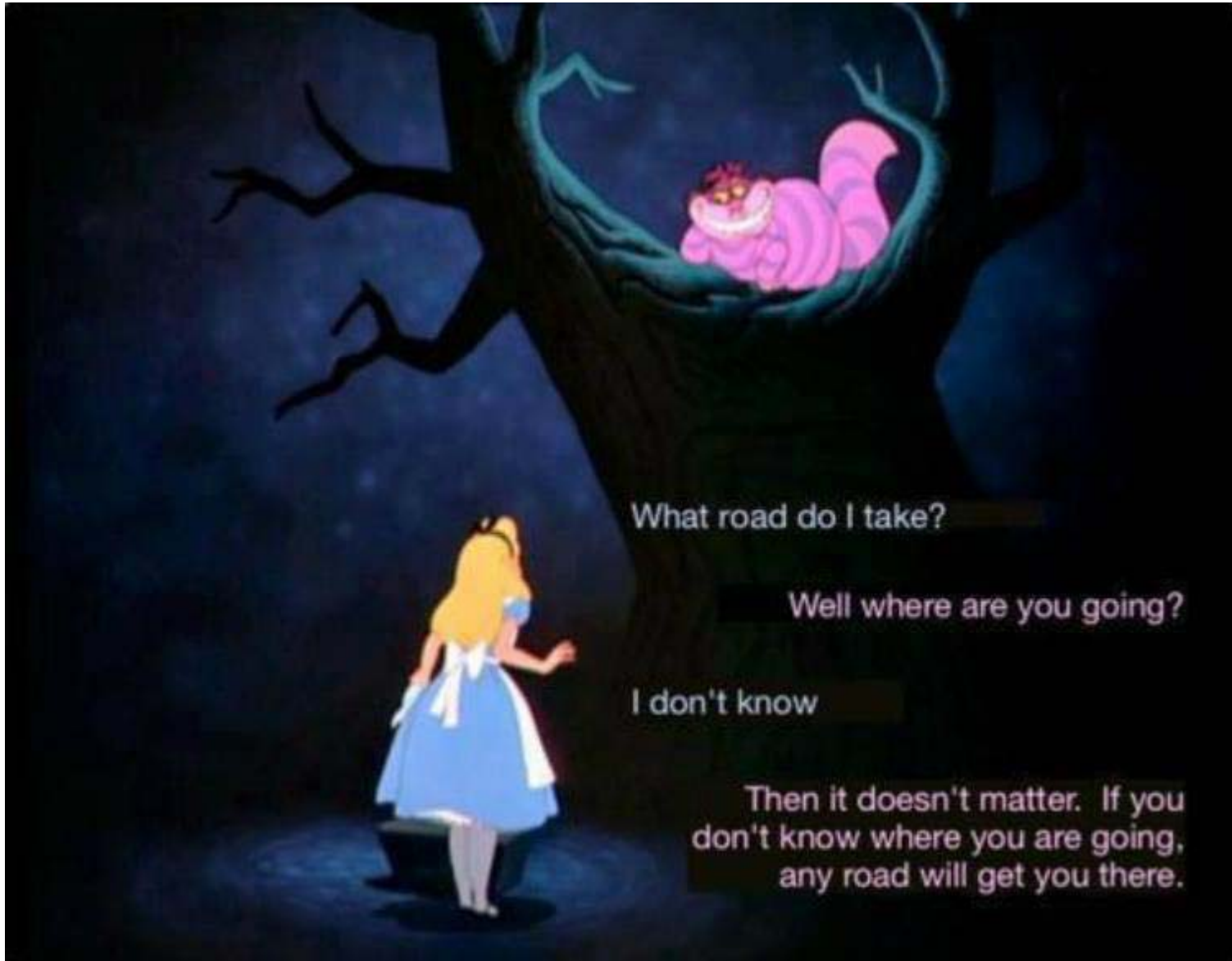
# The OUTCOME



By the end of this series of seminars you will have addressed the following LEARNING  
OUTCOMES

1. Examine and analyse marketing techniques in a tourism organisation
2. Market a product and or service





# Your Tasks



## Group Presentation

Demonstrate knowledge of the marketing mix

## Individual Report

Explain how YOU would promote a tourism product / service

**APPLY** these concepts to travel and tourism organizations of your choice

Of Myself

Of my class mates

- you will attend all classes and project group meetings
- you will actively and positively participate in class and group activities
- you will meet your obligations to your group in terms of participation and meeting assessment requirements
- you will abide by your group's agreed 'rules of engagement'
- you will keep up-to-date with information on Wiki educator, your student emails, and other communications
- you will seek help from your lecturer(s) or the Learning Centre if required
- you will notify the College Administrator if you are unable to attend
- you will submit every assessment and peer feedback, when they are due
- you will have fun (as it makes the learning easier!)

By the Lecturer

Of the Lecturer



OTAGO  
POLYTECHNIC  
Te Kura Matatini ki Otago

# What is Marketing?



ORIGINAL BROADCAST: 10.00. am 18 February 2015

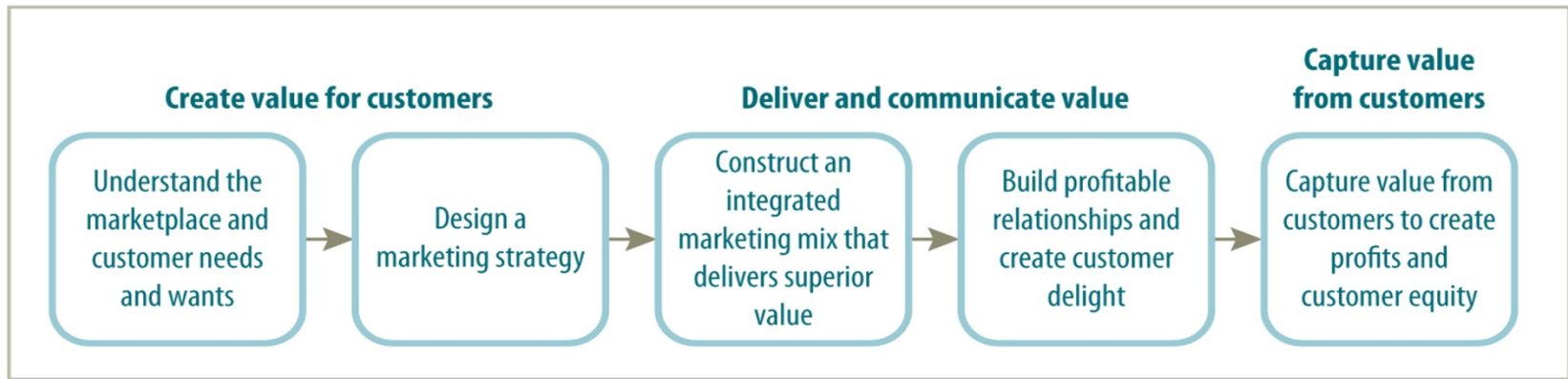






**EVERY  
THING**  
— IS —  
*Marketing*



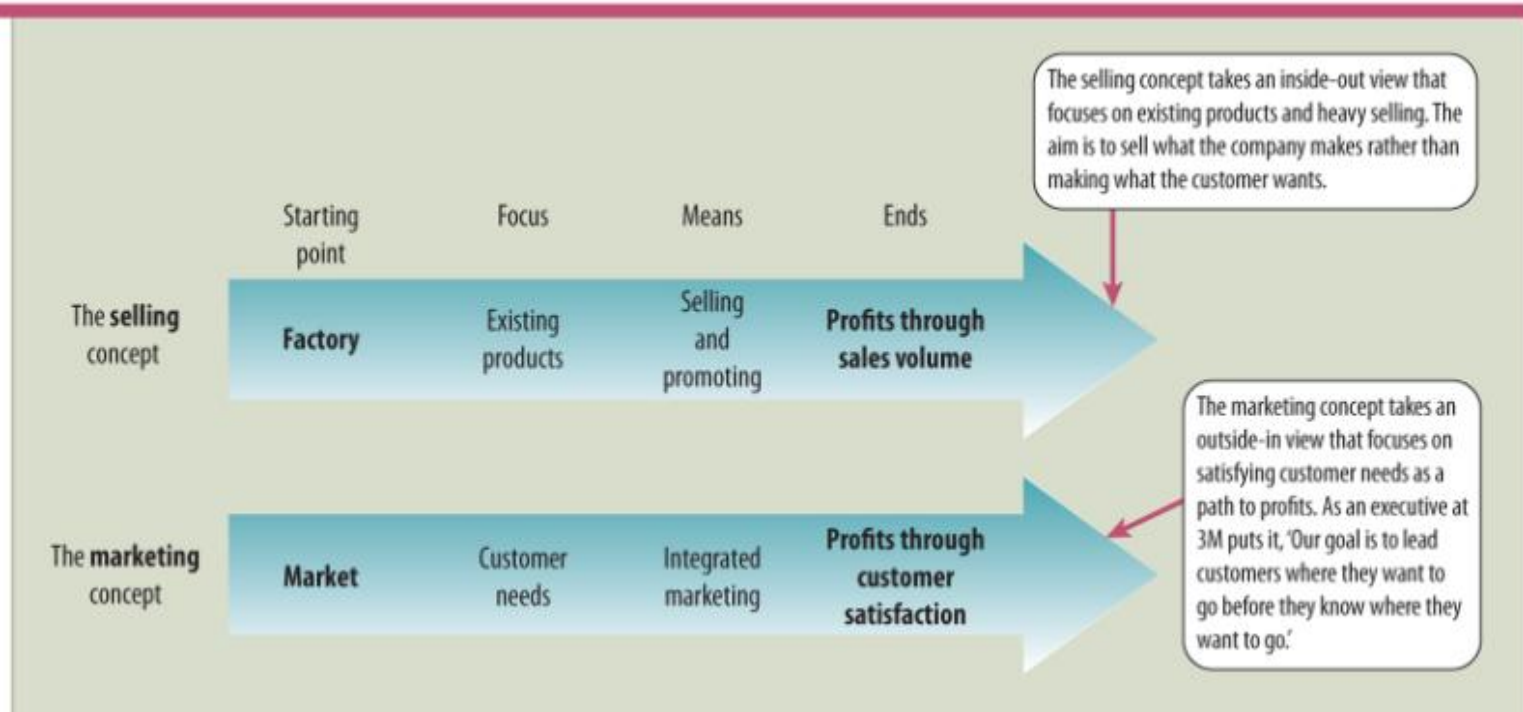


**FIGURE 1.1** A model of value creation and the marketing process

# marketing as philosophy

**Figure 1.4**

The selling and marketing concepts contrasted





# THE MARKETING MIX



Promotion

Products

Place

Price

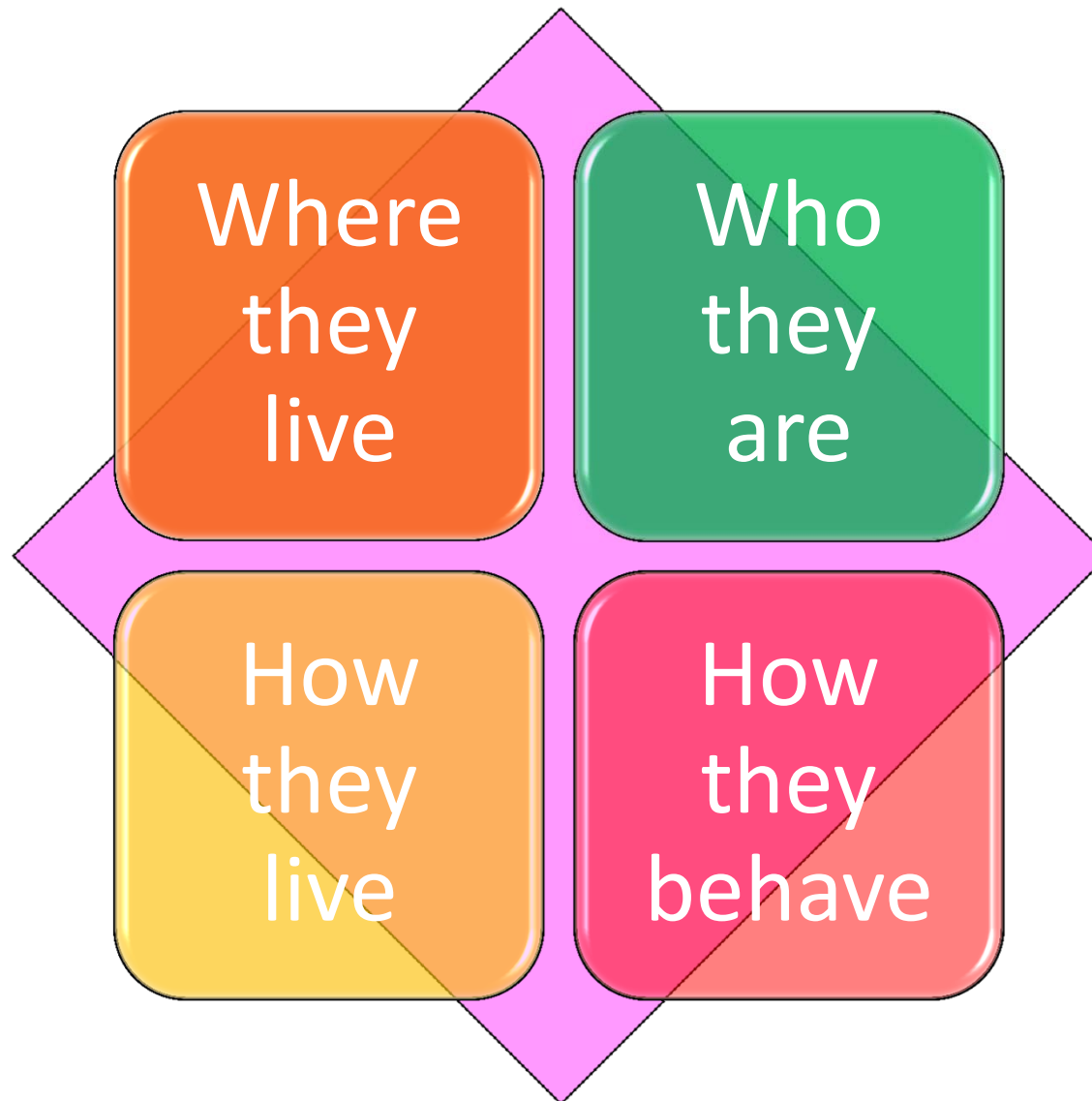
People

Process

Physical Evidence

PARTNERS

# UNDERSTANDING CUSTOMERS



# CUSTOMERS ARE ALL DIFFERENT







**“WE ALL HAVE PROBLEMS.  
THE WAY WE SOLVE THEM IS WHAT MAKES US DIFFERENT.”**

**~ UNKNOWN**













Last four images courtesy of  
<http://www.slideshare.net/missrogue>  
Key word: whuffie

# So what!

In this module I am going to talk about how these concepts relate to Travel and Tourism organisations



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# the seven Ps framework

## **what products?**

what is the organisation offering / taking to market  
what are your customers buying / what needs are being satisfied

## **what price?**

chief determinant of value

## **what promotion?**

how does the customer become aware of your offering

## **what places?**

where and when can the customer access your offering

## **what people?**

who is going to serve / deliver to the customer

## **what process?**

how does the customer experience your offering

## **what physical evidence?**

what can the customer see and touch

these need to fit with overall strategy & purpose of the organisation



# integration is the key

“each element of the marketing mix is interrelated”

marketing does not take place in a vacuum

customers are not dumb

competitive response

external factors

**managing expectations**

what are customers buying

what needs is the organisation satisfying

don't 'sell' what you can't deliver - easy to sell someone something once



# beyond selling things

marketer as agent for the firm

marketer as agent for the customer

good marketing decreases the need for promotion

customers as advocates

word of mouth and word of mouse

ultimate aim is to understand the market (particularly customers) and align the  
companies efforts

the right product, at the right place, at the  
right time, at the right price



# Basic marketing logic



Adapted from Heskett et al. (1997)

# value



the difference between the value the customer gains from owning and using a product and the costs of obtaining the product

surplus required to ensure customer prefers your offering and organisation receives a fair share

can be non economic in both benefit and cost calculation

customer benefits can include emotional, status and other non-tangible (measurable?) components

costs can include time, convenience

however generally represented by money in exchange


careful not to default to economic value assessment

sometimes its not the money!

# value



# real marketing attempts to



know and understand the customer so well that that  
market offering solves their perceived problem and  
therefore ‘sells itself’

(though the marketer will have to let the customer know it is available)

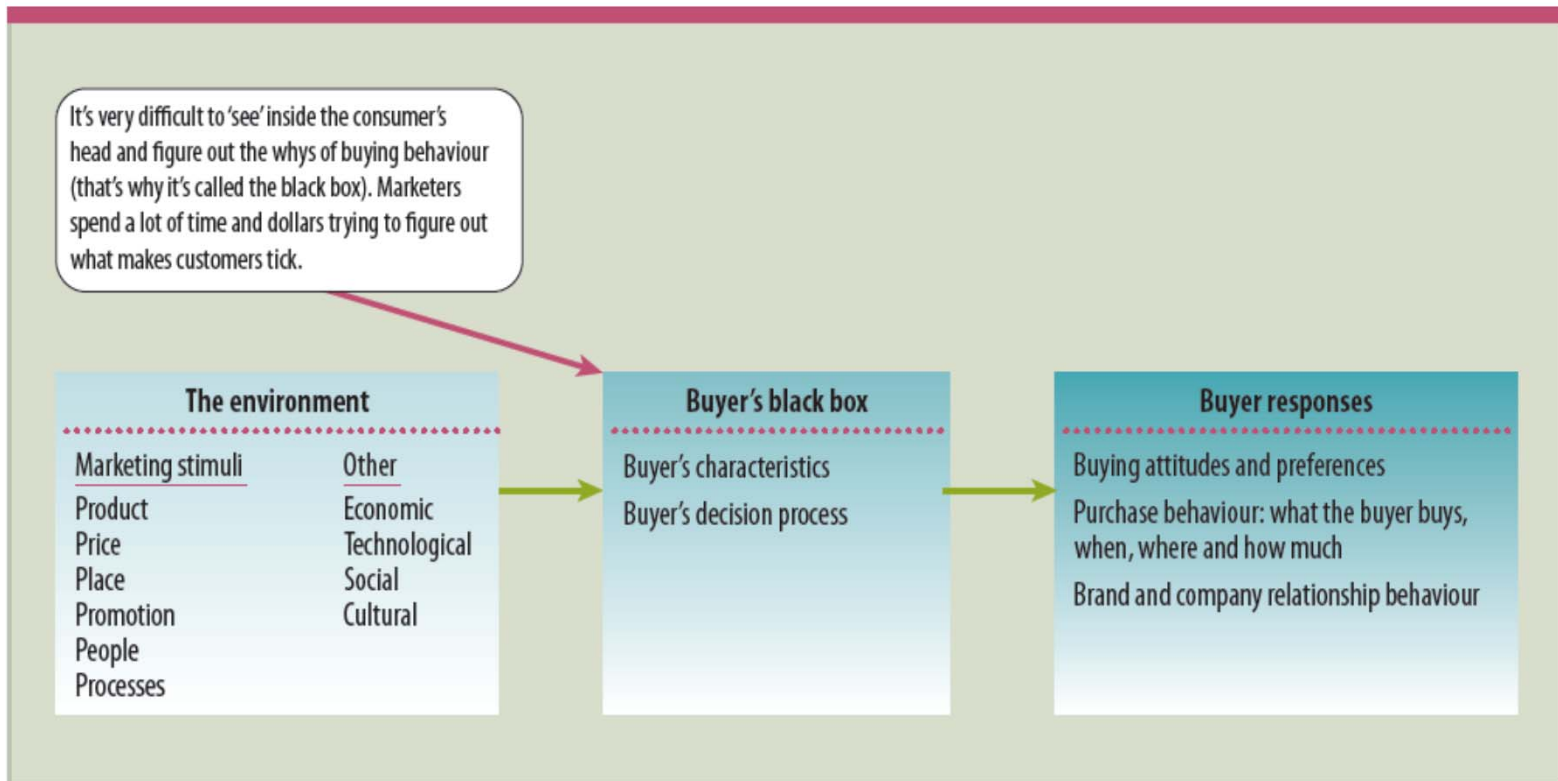
create enough value so both the customer and  
organisation are satisfied

result in a customer who is ready to buy

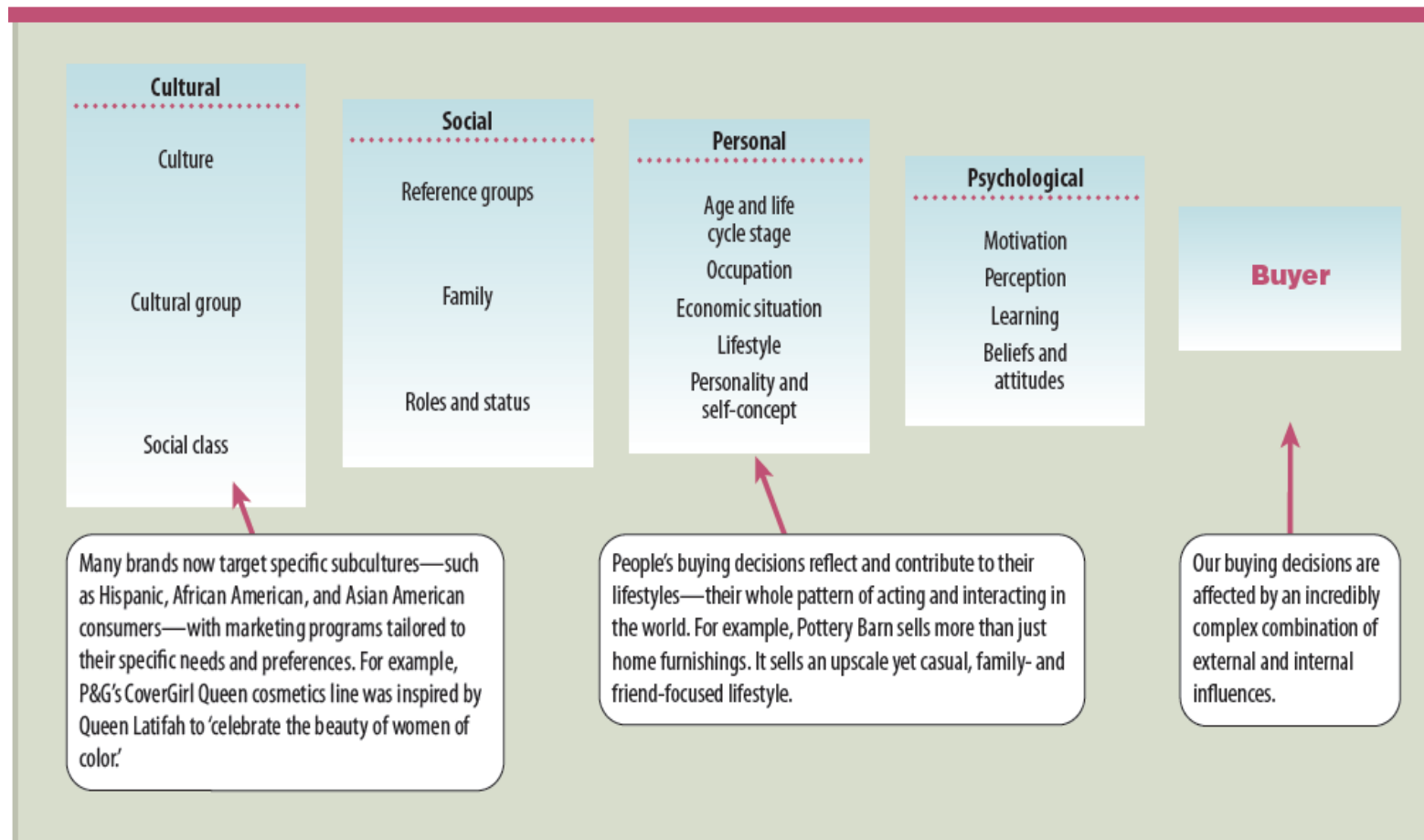
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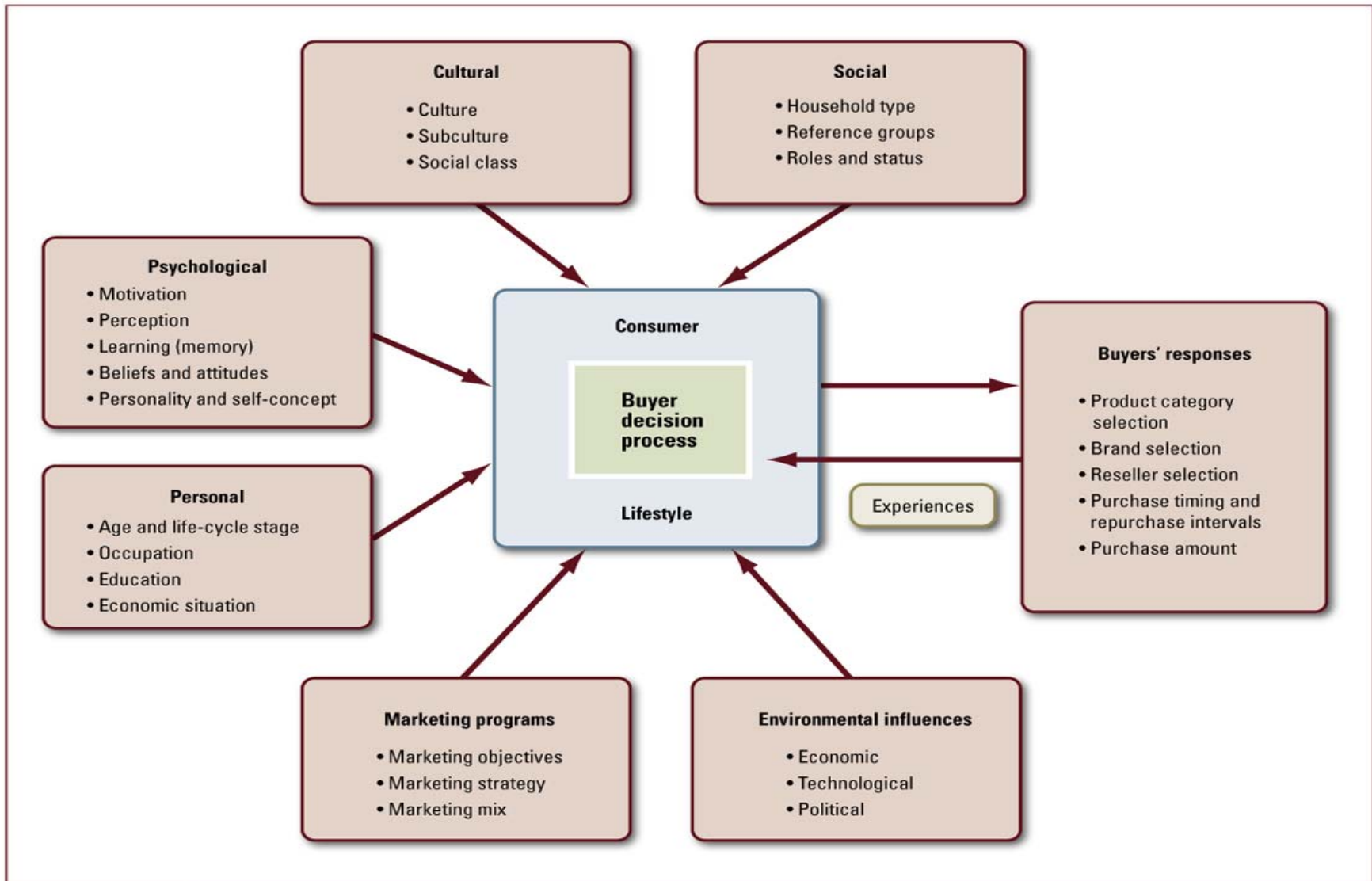


# A model of buyer behaviour



# Factors influencing consumer behaviour





**FIGURE 7.2** Factors influencing consumer behaviour

# The buyer decision process

## A five step process



**Slide 36**

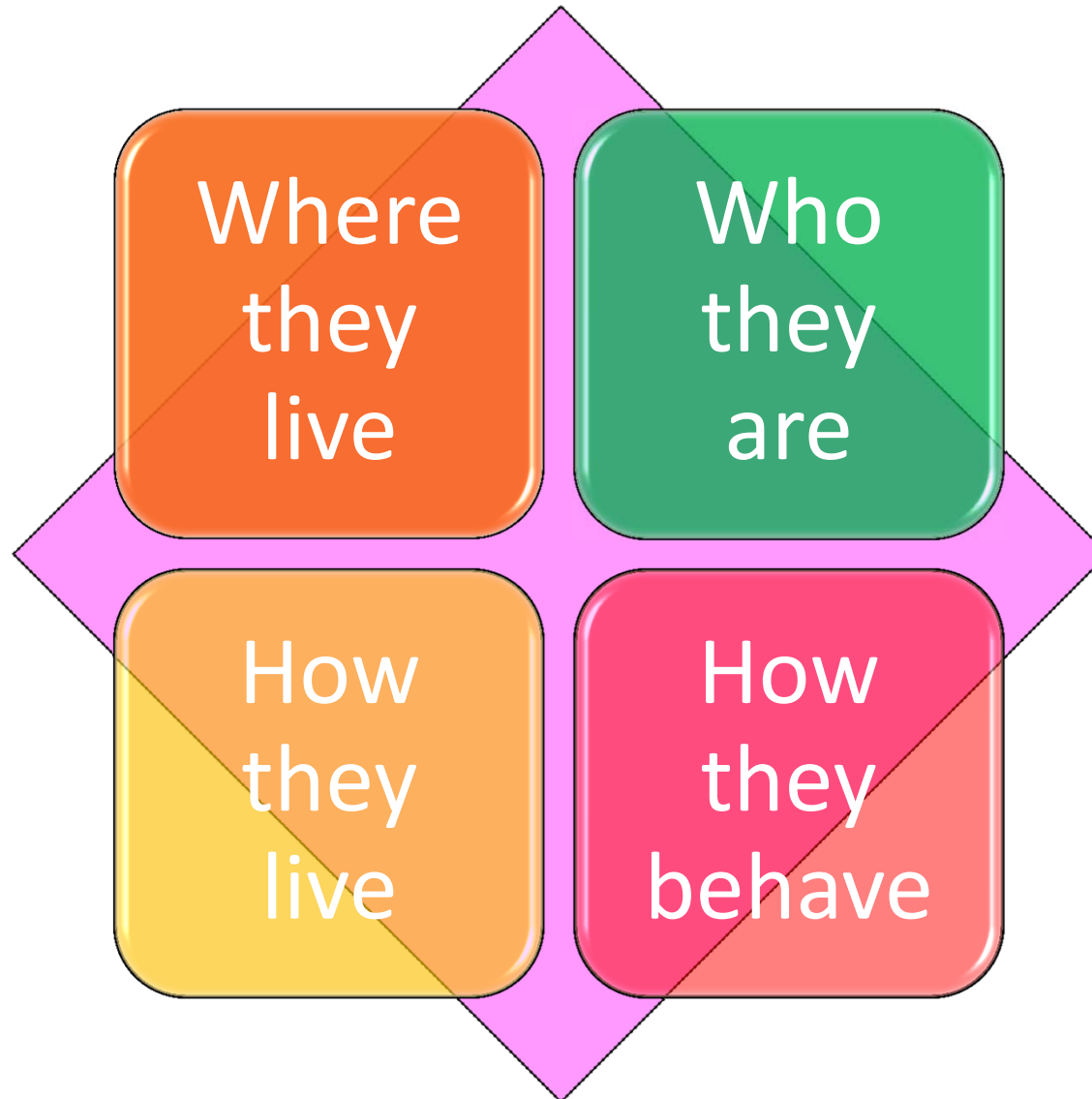
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**GS1**

**ch5 s13 US text in graphic**

Germaine Silva, 12/10/2011

# UNDERSTANDING CUSTOMERS





# THE AIDA - MODEL

## ATTENTION

*"Hey - What is that?"*

## INTEREST

*"Wow, that looks interesting!"*

## DESIRE

*"I would like to have this..."*

## ACTION

*"I'll go ahead to get it!"*

# THE MARKETING MIX



Promotion

Products

Place

Price

People

Process

Physical Evidence

PARTNERS





thank you

**Preparation for next week**

**Look at the websites for  
the following tourist  
destinations in  
preparation for discussion  
in our next class**

# Websites

- Greenland
- Stockholm
- Britain LoveWall
- Los Angeles
- Brasil
- Ireland
- Belize