

## The main role of marketing in tourism industry

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**Abstract:** Marketing toward tourists is about showing them how they can temporarily escape their normal, hectic lives for a change of venue and entertainment. The purpose behind tourism marketing is to promote the business, make it stand out from rivals, attract customers, and generate brand awareness.

**Keywords:** Managers, Tourism, Marketing, Research, Staff.

**Introduction.** Marketing and promotion play a crucial role in **Travel and Tourism Management**. Here are some key aspects of their significance:

### 1. Attracting Visitors

The role of Marketing and Promotion in the tourism industry is crucial for attracting visitors. Effective marketing and promotion strategies generate interest and entice travellers by showcasing the unique features, attractions, and experiences that make a destination appealing. This contributes to the success and growth of the tourism industry by driving visitor numbers and creating awareness.

### 2. Building Brand Identity

The role of Marketing and Promotion in the tourism industry is evident in building a strong brand identity. Through marketing and promotion efforts, destinations and tourism-related businesses create a distinct image, values, and positioning that resonates with the target audience, sets them apart from competitors, and evokes positive perceptions, ultimately contributing to their success.

### 3. Creating Awareness

The role of marketing in the tourism industry is crucial in raising awareness about destinations, tourism services, and offerings. By employing various channels such as advertising, digital marketing, social media, and public relations, marketing plays a vital role in enabling potential travellers to discover and learn about the available options and opportunities for their travel experiences.

### 4. Developing Marketing Strategies

Travel and Tourism Management involves developing comprehensive marketing strategies that align with the goals and objectives of the destination or business. These strategies define target markets, identify key messaging, determine marketing channels, and outline promotional activities to effectively reach and engage the intended audience.

### 5. Increasing Visitor Numbers

The importance of marketing in tourism lies in its ability to drive visitor numbers and shape travel decisions. By using persuasive messaging, enticing offers, and captivating storytelling, tourism managers can effectively influence potential travelers to choose a specific destination or tourism product, ultimately stimulating demand and fostering growth in the industry.

### 6. Enhancing Visitor Experiences

The role of marketing in tourism is crucial as it enhances visitor experiences through informative and helpful communication. By showcasing key attractions, suggesting itineraries, and facilitating access to services, marketing efforts enable travelers to plan their trips effectively, ensuring a seamless and enjoyable experience.

### 7. Adapting to Market Trends

The role of marketing in tourism encompasses staying abreast of market trends, consumer preferences, and emerging technologies. This enables tourism managers to adapt their strategies and tactics to cater to evolving traveler demands. By leveraging new digital platforms and seizing growth opportunities, effective marketing, and promotion ensure the industry stays competitive, relevant, and responsive to the ever-changing needs of travelers.

### 8. Engaging Stakeholders

The role of marketing in the tourism industry extends to collaborating with stakeholders such as tourism businesses, local communities, government bodies, and industry associations. By building partnerships and fostering cooperation, marketing and promotion activities contribute to the overall success of destination marketing efforts. This collaborative approach enhances the effectiveness and reach of marketing initiatives, resulting in a thriving and sustainable tourism industry.

### 9. Measuring Performance

Measuring the effectiveness of marketing and promotion activities in the tourism industry involves evaluating key performance indicators (KPIs). By tracking metrics like website traffic, social media engagement, conversion rates, and visitor feedback, industry professionals can assess the impact of their marketing efforts. These insights enable informed decision-making for future campaigns, ensuring continuous improvement and maximizing the return on investment in marketing initiatives.

### 10. Sustainable Tourism Promotion

The role of marketing in the tourism industry extends to promoting sustainable practices. Marketing and promotion efforts raise awareness about responsible travel behaviors, eco-friendly initiatives, and the importance of respecting local cultures, traditions, and environments. By encouraging visitors to adopt sustainable tourism practices, marketing is crucial in fostering a more sustainable and environmentally conscious tourism industry.

Marketing departments of the companies spend a lot of money and effort towards creating customer awareness and motivation in the market. The demand from customers determines the long term survival of the business. Thomson Holidays have to cater a number of customers coming from varied background and they come with their own set of expectations. The individualities among the customer base forces the operators in travel and tourism to make wise decisions in terms of marketing strategies and tactics. The consumer behaviour has historically dominated the market trend and decision making process of the players. However several other factors including social and economic elements present in the market determines the customer behaviour, and resultantly their demand and motivation. Buying decision is the single most important factor that decides the customer expenditure, and the decision is affected by the customer's need of vacation and ability to spend on leisure. Pricing of the travel packages is imperative to be decided by the company keeping the cost and benefit structure in mind. Time availability is also crucial in determining the enthusiasms of the traveller. Personal choices arising from the health related issues in vacation are level of interest, family related issues, and guarantee of safety at the destination. Thomson Holidays tries to focus on the better value delivery in the form of service quality and assurance to the customers while they are on vacation.

**Literature review:** In the last few years, the worldwide economy has been experiencing a mixed array of events. The 2008 debt crisis was followed by the latest Euro debt crisis, and at the same the developing nations experienced good time in terms of economic growth. The growth in the developing countries economy has given more number of consumers who spend freely towards lifestyle and travel related expenses. The consumer expenditure growth is the result of increasing disposable income in the developing economies. At the same time, the travel and tourism sector has also experienced development and the industry became more competitive. The growth has attracted a number of smaller players in the market, and the numbers of customers have also increased because of the overall effort from all the players present in the travel and tourism space. The products and services offered have now

become more homogeneous and standardised, which were diverse in nature earlier to the economic growth. However the expenditure style of the customers in the developed world has gone down noticeably. Larger companies such as Thomson Holidays are coming up with improved marketing strategy so that they can entice a larger set of spenders. The marketing activities are more than just creating needs in the consumer's mind. The bigger players in the travel and tourism sector are now moving more in the direction of a market oriented trade approaches. The role of marketing division has become superior with the need of customers becoming first priority followed by the need of market dynamism (Lumsdon, 1997).

The marketing strategies in the travel and tourism space are in the process of aligning and reshaping their business strategies with the long term marketing objectives. Services offered in the form of vacation and tourism services can only be experienced by the customer at the first hand. This gives rise to the requirement of tighter regulation over value delivery to the consumers so that the customer satisfaction can become the ultimate goal of the business. The customers have got more choices in the travel operation space than ever. The increasing competition has forced the current and new players to come up with new and innovative ideas of tapping and retaining customers (Coltman, 1989).

Thomson Holidays is a London-based travel and tourism service provider which operates as a subsidiary of TUI Travel plc. The company has spread its existence in the form of the services it offers almost at every important destination across the globe. Frequent and drastic changes happening in every corner of tourist destinations make the company to realise its approach. The company also monitors the fluctuations in various fronts of the market. The changes taking place in the marketing environment has given the need of reshaping the company's marketing activities by larger extent. While developing and introducing any new services or product, Thomson thinks about the marketing environment in terms of the potential impact it may have on the company's long term approach. After the debt crisis and further economic problems across numerous economies, it has become very difficult to raise fresh capital in order to expand the business operation (Donovan & Henley, 2003).

**Conclusion.** In conclusion, marketing and promotion play a vital role in the success of travel and tourism management. They attract visitors, build brand identity, create awareness, and develop effective marketing strategies. By increasing visitor numbers and enhancing visitor experiences, marketing drives growth in the industry. It also adapts to market trends, engages stakeholders, measures performance, and promotes sustainable tourism practices. With its profound impact on destinations and travelers alike, marketing and promotion are essential components in shaping the thriving and sustainable future of the travel and tourism industry.

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