

HOSPITALITY AND TOURISM MARKETING

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Lecture 11: Promotion mix for tourism and
hospitality products and services

Course outcomes

At the end of this lecture, you will be able to:

- Describe clearly **elements of marketing mix** for hospitality and tourism products/services
- Explain **correctly new marketing communication landscape**
- Interpret perfectly the **need for integrated marketing communication**

Introduction

- ❑ Building good customer relationships calls for more than just developing a good product, pricing it attractively, and making it available to target customers.
- ❑ Companies must also **communicate their value propositions to customers, and what they communicate should not be left to chance.**

- ❑ All of their communications must be planned and blended into carefully **integrated marketing communications (IMC)** programs.
- ❑ Just as good communication is important in building and maintaining any kind of relationship, it is a crucial element in a company's efforts to **build profitable customer relationships**

The Promotion Mix

- A company's **total promotion mix**—also called its **marketing communications mix**—consists of the specific blend of **advertising, public relations, personal selling, sales promotion, and direct-marketing tools** that the company uses to communicate customer **value and build customer relationships** persuasively.

Definitions of the five major promotion tools

- **Advertising:** Any paid form of **no personal** presentation and promotion of ideas, goods, or services by an identified sponsor
- **Sales promotion:** Short-term incentives to encourage the purchase or sale of a product or service



Hotelogix, (2021), Crucial strategies for sales promotion for your large hotel group, <https://www.hotelogix.com/blog/wp-content/uploads/2021/06/Crucial-strategies-for-sales-promotion-for-your-large-hotel-group.jpg>

- **Public relations:** Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and event.



PNGWing, (2020), Public Relations Business consultant Human behavior, hotel reception, team, public, <https://w7.pngwing.com/pngs/365/905/png-transparent-public-relations-business-consultant-human-behavior-hotel-reception-team-public-relations-cartoon.png>

- **Direct marketing:** Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—the use of **direct mail, the telephone, direct-response television, e-mail, the Internet, and other tools** to communicate directly with specific consumers

How to mix for promoting?

- Each category involves specific promotional tools used to communicate with consumers. For example,
- advertising includes **broadcast, print, Internet, outdoor, and other forms.**
- Sales promotion includes **discounts, coupons, displays, and demonstrations.**
- Personal selling includes **sales presentations, trade shows, and incentive programs.**
- Public relations includes **press releases, sponsorships, special events, and Web pages.**
- And direct marketing includes **catalogs, telephone marketing, kiosks, the Internet, and more**

Integrated Marketing Communications

- In past decades, marketers perfected the art of **mass marketing**: selling highly standardized products to masses of customers.
- In the process, they developed effective mass-media communications techniques to support these strategies.
- Large companies now routinely invest millions or even billions of dollars in **television, magazine, or other mass media advertising, reaching tens of millions of customers with a single ad.**

- Today, however, marketing managers face some new marketing communications realities.
- Perhaps no other area of marketing is changing so profoundly as **marketing communications**, creating both exciting and scary times for marketing communications.

The New Marketing Communications Landscape

- Several major factors are changing the face of today's marketing communications. First, consumers are changing.
- In this **digital, wireless age, they are better informed and more connected.**
- Rather than relying on marketer-supplied information, they can **use the Internet and other technologies to seek out information on their own.**

- More than that, they can more easily **connect with other consumers to exchange brand-related information or even to create their own marketing messages.**
- Second, marketing strategies are changing.
- As mass markets have **fragmented**, marketers are shifting away from mass marketing.
- More and more, they are developing **focused marketing programs designed to build closer relationships with customers in more narrowly defined micro markets.**

The Shifting Marketing Communications Model

- The shift toward **segmented marketing and the explosive developments in information and communications technology** have had a dramatic impact on marketing communications
- Just as mass marketing once gave rise to a new generation of mass-media communications, the shift toward **targeted marketing and the changing communications environment** are giving birth to a new model.

- Some advertising industry experts are predicting a **doom-and-gloom “chaos scenario,”** in which the old mass-media communications model will collapse entirely.
- They believe that marketers will increasingly abandon **traditional mass media in favor of “the glitzy promise of new technologies—**from Web sites and e-mail to cell phone content and video on demand (VOD).

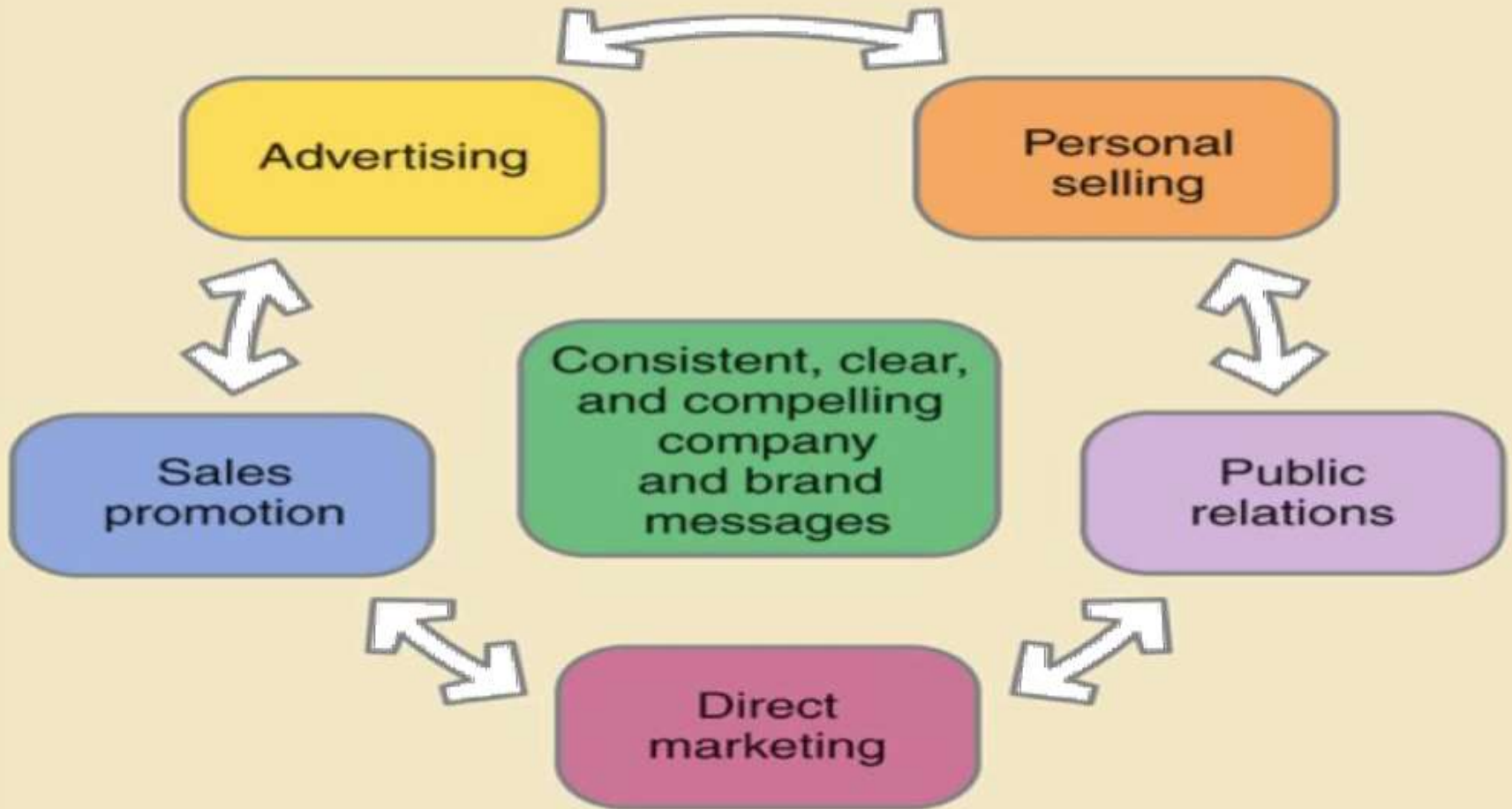
- marketers are losing confidence in television advertising.
- **As mass media costs rise, audiences shrink, ad clutter increases, and viewers use VOD and DVR systems to skip past disruptive television commercials;** many skeptics even predict the demise of the old mass-media mainstay: the 30-second television commercial.

The Need for Integrated Marketing Communications

- The shift toward a **richer mix of media and communication approaches** poses a problem for marketers.
- Consumers today are bombarded by commercial messages from a broad range of sources.
- But consumers don't distinguish between message sources the way marketers do.
- In the consumer's mind, messages from different media and promotional approaches all become part of a **single message about the company**

- Conflicting messages from these different sources can result in **confused company images, brand positions, and customer relationships**
- Today, more companies are adopting the concept of **integrated marketing communications (IMC)**

Carefully blended mix of promotion tools



Faith Rudairo Chibvura, (2017), Promotional tools used by medical insurance companies <https://d3i71xaburhd42.cloudfront.net/6541777e696677260c47317120dd05972d742d46/44-Figure2.5-1.png>

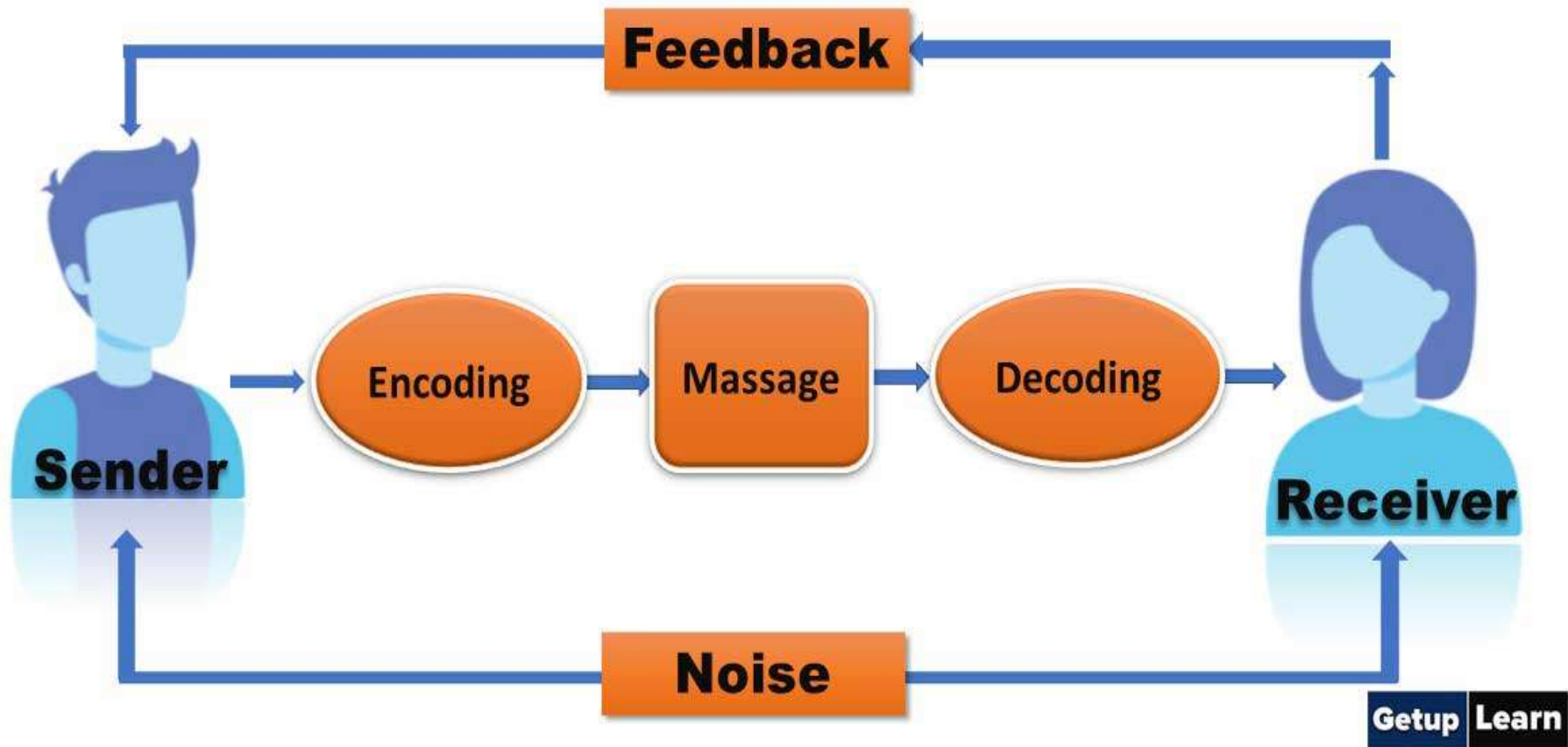
- **Integrated marketing communications ties together all of the company's messages and images.**
- **Its television and print ads have the same message, look, and feel as its e-mail and personal selling communications.**
- **And its public relations materials project the same image as its Web site or social network presence.**

- To help implement **IMC**, some companies appoint a **marketing communications director** who has overall responsibility for the company's communications efforts.
- This helps to produce better communications consistency and greater sales impact.

A View of the Communication Process

- Integrated marketing communications involves **identifying the target audience and shaping a well-coordinated promotional program** to obtain the desired audience response.
- The communications process should start with an audit of **all the potential touch points** that target customer may have with the company and its brands.

Elements of Communication



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Manoj Kumar, (2021), 8 Elements of Communication (Elements Universals of Communication), <https://getuplearn.com/wp-content/uploads/2021/10/Elements-of-Communication.jpg>

- ❑ To communicate **effectively**, marketers need to understand how communication works.
- ❑ Communication involves the **nine** elements shown in Figure
- ❑ **Two** of these elements are the major parties in a **communication—the sender and the receiver.**
- ❑ Another two are the major communication **tools—the message and the media.**
- ❑ Four more are major communication functions—encoding, decoding, response, and feedback.
- ❑ The last element is **noise** in the system.

Steps in Developing Effective Communications

- Identifying the Target Audience
- Determining the Communication Objective
- Designing the Message
- Selecting Communication Channels
- Selecting the Message Source
- Collecting Feedback

Identifying the Target Audience

- ❑ A marketing communicator starts with a **clear target audience in mind.**
- ❑ The audience may be **potential buyers or current users, those who make the buying decision, or those who influence it.**
- ❑ The audience may be individuals, groups, special publics, or the general public

Determining the Communication Objective

- ❑ Once a target audience has been defined, the marketing communicator must decide what response is sought.
- ❑ Of course, in most cases the final response is **purchase**.
- ❑ But purchase is the result of a long process of consumer **decision making**.
- ❑ The marketing communicator needs to know where **the target audience stands in relation to the product and to what state it needs to be moved**.

Designing the Message

- Having defined the desired audience response, the communicator turns to developing an effective message.
- Ideally, the message should get **attention, hold interest, arouse desire, and obtain action** (a framework known as the **AIDA Model**)

Selecting Communication Channels

- The communicator must now select channels of communication.
- The two broad types of communication channels are **personal and no personal**.
- In personal communication channels, **two or more people** communicate directly with each other.
- They might communicate **face to face, on the phone, via mail or e-mail, or even through an Internet “chat.”**

- Nonpersonal communication channels are media that carry messages **without personal contact or feedback**.
- They include media, atmospheres, and events.
- Major media consist of print media (**newspapers, magazines, direct mail**), broadcast media (**radio and television**), display media (**billboards, signs, posters**), and online media (**e-mail, Web sites, and online social and sharing networks**).

Selecting the Message Source

- The message's impact on the audience is also affected by how the audience views the sender. Messages delivered by highly credible sources are persuasive.
- What factors make a source credible? The three factors most often found are **expertise, trustworthiness, and likability.**

Collecting Feedback

- After sending the message, the communicator must research its effect on the target audience.
- This involves asking the target audience whether they **remember the message, how many times they saw it, what points they recall, how they felt about the message, and their past and present attitudes toward the product and company.**

References

1] Kotler ,.B (2014) Marketing for Hospitality and Tourism Industry, p 380-394, <https://www.pdfdrive.com/marketing-for-hospitality-and-tourism-6th-edition-e178412795.html>

2] Prof. S. P. Bansal, et al, (2022), Marketing Mix for Travel and Tourism - e-PG Pathshala,
<https://epgp.inflibnet.ac>

Thank you!

Next lecture: Public relations and sales
promotion

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