A2 TRAVEL & TOURISM NOTES
CHAPTER 3: DESTINATION MARKETING

*Importance of all the main topics – 9/12 markers.
*Butler's Model → Importance, how would they review research/feedback/opinion/perception. Analysing the importance.

3.1 Defining the Tourism Market
- Before promoting/marketing a destination it is important that the tourism providers/stakeholders/authorities within that destination understand the market in which it operates.
  - In order to understand the market environment, a broad range of market research & analysis needs to be carried out.
- Market Research: Act of gathering information about customers needs & wants.
- The main purpose of market research: identifying specific features →
  - Who will visit, visitor expectations & which other destinations are appealing to the same visitor

3.2 Aims of Market Research & Analysis
THE MARKET
- Tourism is classified by the purpose of the visit.
- Total number of visitors to a destination reveal info about
  - Market growth rates & relative market share
    - Boston Matrix.
  - Percentage of visitors to a destination within a specific time frame
    - Travel Trends.
  - Destination compared to the total numbers of visitors to the region.
    - Boston Matrix.
  - Destinations position in the market.
    - Butler's Model.
    - Ansoff Matrix.
- Possible to define tourism market in terms of a destination's maturity linked to stages of Butler's model.
  - Enables to classify destinations by place in the market relative to extent of development within the country.

CUSTOMER NEEDS & WANTS
- Purpose of market research is to establish the needs & wants of customers.
- Tourism authorities in a destination will be able to understand their customers & assess what they must do to meet their needs.

- The key element of marketing: understand exactly what the customers are looking for from the products & services they purchase
- Customer wants are specific satisfiers of need, not actual requirements rather a person's preference on how a need may be fulfilled.
- Customer demands: wants to be backed by customers willingness & ability to purchase products & services.
- Hence a key element is also identifying how many tourists would be able to and willing to visit a particular destination.

THE COMPETITION
- Gaining a competitive advantage.
- Competition has accelerated with growth in technology & transportation services.
- Remotest destinations have been brought to customers attention via smartphones etc.
- Another aim is therefore to identify, destinations that pose the most competitive threat to a destination and appealing to those same customers by offering a similar & cheaper tourist experience.
- Tourism operators will often carry out analysis of competition [eg: Trinidad used market research to identify competition]

TRAVEL TRENDS
- Travel Trends: ways in which patterns of travel have developed over a period of time and used to predict future changes.
- Many tourism authorities collate & analyze data relating to the number of visitors to a specific destination.
    - Results are used to predict future travel trends.
- Trends are measured over at least a 5 year period to make meaningful comparisons.

CUSTOMER BEHAVIORS
- Customer behaviors: concerned with all activities directly involved in obtaining, consuming and disposing of products & services.
    - Including actions the precede & follow these actions.
- In terms of Travel behavior/Tourist behavior: Travel motivations, Stage in the Life Cycle Model & their Preferences.
    - Helpful in understanding the concept of customer behavior.
- Customer behaviors can be researched through E.Cohen's classification of tourists & S.Plogs classification.
    - Stanley Plog suggests that behaviors can be classified according to their personalities based allocentric, mid-centric & psychocentric.

CUSTOMER PREFERENCES FOR A DESTINATION
- Preferences: The element of own personal taste based on their own set of values, attitudes & expectations.

- Research enables tourism authorities/organizations to discover preferences customers have.
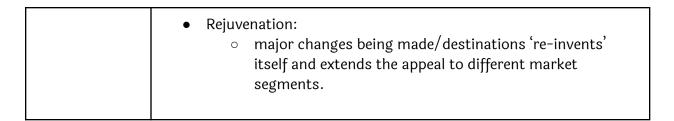
DETERMINING POPULARITY OF DESTINATIONS
- Different measures of popularity through: Industry based tourism awards, customer opinion polls, total number of visits/trips etc. [Papua New Guinea]
- Tourism authorities must have access to data that indicates destinations popularity and which are losing.
- Helps in informing marketing decisions to increase or maintain popularity.

BUTLER'S DESTINATION LIFE CYCLE MODEL
- Tourism having a life cycle 1st proposed by: R.W Butler.

STAGES	
Exploration:	Small number of tourists that have usually made their own travel arrangements. The economy, social, cultural and environmental impacts caused by tourism will be minimal.
Involvement:	Local companies begin to provide facilities exclusively for the use of visitors. Visitors start becoming involved with the promotional activities and the destination popularity slowly increases.
Development:	The area becomes established as a tourist destination with a defined market. More tour operators become interested and organize package tours to the country. Competition between businesses starts to grow.
Consolidation:	Tourism now starts to dominate the economic base of the area and begins to have an adverse effect on the traditional economy and lifestyle. The rate of increase in numbers of visitors will have started to decline.
Stagnation:	Peak numbers of visitors will have been reached. There is evidence that the original cultural and natural attractiveness of the destination has been lost.
Decline vs Rejuvenation:	- Decline: - Immediate decline: visitor numbers fall rapidly. - Decline: will be unable to compete with newer destinations. - Stabilization: Destination maintains market share with little to no growth or development. - Reduced growth: destination will not be able to return to levels of previous growth unless they make new plans.

	● Rejuvenation: ○ major changes being made/destinations 're-invents' itself and extends the appeal to different market segments.

- Carrying Capacity: number of people that a region can support without causing harm to the environment.
- Carrying capacity is a significant factor to take into consideration cos no tourist wants to stay at a destination that feels overcrowded & over commercialised.
- When rate of increasing numbers decrease, this means that the carrying capacity is reached & can be determined in terms of environmental factors & physical plant.
- Being able to identify a destination's place within The Butler's Life Cycle Model allows decisions to be made about the further development of the tourism provision and so is a useful market analysis tool.

3.3 Market research advantages & disadvantages of each research method.

Types	Market Research
Secondary:	● 'Desk research' & Data that has already been collected. ● UNWTO online statistic services. ● Govt publications. [Intly passenger services] ● World travel & tourism council reports. ● Trade press. [Travel trade weekly] ● Academic journals. [Intl journal of tourism research] ● Trade bodies [Tourism society]
Primary:	● Often called 'field research', involves asking customers questions or observing customer behavior. ● Qualitative: How & why things are the way they are. ● Questionnaires ● Surveys
Qualitative	● Provides an understanding of how & why things are the way they are. ● Focuses on attitudes & motivations to find out customer preferences.
Quantitative	● Numerically oriented/Statistical data. ● All respondents are asked the same questions in a linear fashion in a uniform manner. ● A structured & systematic approach usually involving a large sampling frame.