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MARKETING OF LEISURE AND TOURISM

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**Annotation**

Using illustrations and case studies from a wide range of leisure organizations, it highlights important areas of leisure marketing which may have been overlooked in other texts. These include: the key characteristics of leisure activities which are significant to marketing, i.e. the absence of necessity, the pursuit of personal satisfaction, the importance of play, and its social implications; the way that many leisure organizations exist because of the owner's personal enthusiasm, or belief in the intrinsic value of the subject (artistic, scientific, social or political) rather than a simple profit motive; the need to examine the external influences on the market, in terms of the effects they have on the key determinants of leisure demand - time, income and access to facilities.

**Keywords:** Human, history, sociology, tourism, leisure, vacation

**Introduction**

Tourism marketing is a term which is used to refer to that business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention center anything. The location can be anything which has the potential for attracting a tourist who comes to visit a new place.

In such cases, tourism marketing becomes an important thing. Many of the places are generally the hotspot for tourists like Taj Mahal in India. Now places like these are considered the perfect areas where one can boost tourism marketing. The places which are more likely to be the major spots for attracting tourists are the places where tourism marketing flourishes the most. Now tourism marketing is all about applying several marketing techniques and strategies to boost the tourism industry of that place. For a successful tourism marketing to take place, the thing that is required the most is that the brands should speak for themselves in such a way that their voices can be heard in the targeted markets. This way they will be able to generate cleanest successfully. Also, they need to be really careful in providing services to clients.

This is because if the customers are happy with the services chances they will spread the word and this may bring them more customers. In the case of tourism marketing, it becomes easy to find and draw the attention of the targeted customers towards the website by providing encouraging contents. Thus strategic planning and branding is the key to effective tourism marketing.

With it is carried out be keeping these two points in mind, chances are that the company that is involved in tourism marketing will be able to gain the advantage over their customers in no time and become a monopoly in the tourism industry.

### **Location Marketing**

In this type of marketing, the main focus of tourism marketing is one bringing the attention of the people to a specific location. In this, no recommendations are made with respect to a particular site or any accommodation. Now there are some locations that are already so popular all over the world that the tourism marketers don't have to make many efforts in attracting their attention to such places.

All they need to do is to remind them of such locations and chances are that the consumer can easily get convinced of visiting any such place. For example, 'Las Vegas' is popular for its undying charm and full of life kind of prospect.

Now there is also a popular slogan related to the Las Vegas which is 'What happens in Vegas, stays in Vegas'. This slogan has gained worldwide popularity and almost everyone wants to visit Las Vegas at least for once.

So here the tourism marketers have to simply remind people of how amazing this city is and what are the different ways in which they can have the time of their lives here. Another example that can be taken is of Florida.

They use a more 'benefit oriented' approach. Their slogan is 'The Sunshine State'. This way they are presenting their state with a joyous and charming climate and as a perfect place for the beach and the football lovers. Also with their slogan they are successfully able to present their state as an ideal 'summer vacation' destination and are definitely a dream for many to visit this place.

### **Activity Marketing**

Now, this type of tourism is carried out keeping in mind both the location and the activities that are performed in such places. This type of marketing usually keeps in mind the travelers who are adventure lovers or activity freaks.

There are many locations all over the world which are famous for some specific activities. Like Alaska is famous for snowboarding, the Yellowstone national park is famous for thrilling activities like hiking, camping and is a perfect place for all the nature lovers, similarly, there is 'Colonial Williamsburg' which attracts all the history lovers.

Thus depending upon the type of activity that a particular place is famous for, tourism marketing can be carried out. Some people may be adventure lovers, some people may be looking for art and culture some people love hunting, depending upon their area of interest, the tourism markers can segment the groups of customers and approach to them.

Thus activity marketing is a form of tourism making which emphasizes on bringing the attention of a customer to particular places on the basis of the activities that are performed there.

### **Corporate Marketing**

This is quite an interesting approach to tourism marketing. Now it has been found that a large number of people working in corporate sectors have to travel to different places to attend a conference or a meeting.

Then according to research, it was found if these locations were ideal for tourist, the number of people came to attend those places. Also, they brought their families and their loved ones as well. Now considering these scenarios in mind, corporate marketing can contribute a lot to the tourism marketing as it has significant potential.

Here the tourism marketers take advantage of the fact that by planning the business meeting in touristy places, people come in large numbers thus they can make a lot of profit out of it.

As it is one of the world's largest industries, the tourism industry is extremely competitive. This means that businesses operating within the industry need to find ways to stand out from rivals, promote themselves as being the best option for tourists, and highlight some of the things that make them different, or superior. Marketing is essential for achieving this and many of the best tourism marketing tips focus on helping businesses to find a unique selling point and promote it. Of course, it is also crucial that marketers keep up with the latest trends, so that they can create a diverse marketing mix and use the best methods for getting their message out.

Keeping up with the new developments in tourism marketing is crucial, but it is also essential to consider the meaning of these developments. Below, you will find a rundown of patterns that are important to the tourism industry as a whole, as well as developments that have arisen in reaction to the coronavirus pandemic.

One of the key ways those involved with tourism management are adapting to the pandemic is by placing a greater focus on customers in the local area, or in neighboring countries. This is because the travel restrictions that are in place, and the overall reluctance to travel internationally, has made local customers a safer target demographic.

You can start by emphasizing features of your business that are likely to appeal to local customers. For instance, rather than highlighting aspects like the weather and local attractions, which primarily appeal to international visitors, you might instead focus on your facilities, your ability to host events, or your luxury services. For hotels, cafes and similar businesses, you may also appeal on the basis of providing locals with somewhere to carry out remote work, and you can do this by promoting your work-related facilities and your wi-fi.

Within tourism management, it is important to try to keep in mind that most customers are not really paying for products or services; they are paying for experiences. With this in mind, some of the most useful tourism marketing tips stress the importance of competing based on the customer experience you can provide. Hotels might do this by offering smart room controls, while airlines might compete based on meals and entertainment. The trick is to promote the superior experience you offer and allow customers to share their experiences with others.

Thus, tourism marketing is one of the branches of marketing that deal with the tourism industry. It is essential to carry efficient tourism marketing, as one can make a lot of money through this because there are so many people in this world who love traveling, and this can help the tourism marketing industry to flourish their business.

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