

Impact on For E's of Tourism Marketing

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ABSTRACT

The exponential development and increased dependence of technology in the context of the present society place it as the central paradigm of the social and economic development and thus changing the limits of ability and means of production. Consequently we notice the presence of a set of profound transformations in the socio-cultural matrix of today's societies, especially Western societies, where a new socio-demographic profile stands out. This profile is characterized by a new tendency towards the decrease of birth rates, the increase of average life expectancy, changes in the concept of family, a growing urbanization and a unique and simultaneous coexistence of four different generations.

KEYWORDS: Consequently, socio-cultural, development, urbanization, increases

1. INTRODUCTION

The exponential development and increased dependence of technology in the context of the present society place it as the central paradigm of the social and economic development and thus changing the limits of ability and means of production. Considering its impact on the lifestyle and communication of the population, the internet is probably one of the most important elements of this revolution. It has deeply changed the notion of time, shortening reality and establishing new lines of spatial, time and management organization (Abrate et al., 2012).

On the economic level, there is the emergence of new markets, especially the binomial resulting from the interaction between emerging and developed economies (Yeoman et al., 2012). This emergence is the result of the extension and intensification of globalization, which for the first time puts the concept of market, and consequently business competitiveness, on a universal level. The rise of new trade blocks such as BRIC (Brazil, Russia, India and China) tends to alter the natural balance of the markets in which "new consumers Markets will contribute to transition economies (Central and Eastern Europe) and in developing economies" (Asia and South Asia) (Yeoman, 2008:25).

On the other hand, the financial markets crisis, namely of the subprime and sovereign debt, limited not just the immediate prospect of public and private investments, but jeopardized the entire paradigm of economic development, thus creating a climate of unparallel uncertainty and insecurity, especially within developed economies.

Regarding the environment, sustainability is represented in the "green argument" as the vital assumption of the model of sustainable development and therefore tends to be a requirement, rather than an optional or differentiating matter. The evidence of environmental limitations, namely the

increasing impact of climate change, has turned this matter into a fundamental issue in the agenda for the 21st century, thus forcing social awareness and demanding new behaviors, attitudes and actions towards the environment (Kang et al., 2012).

NEW PARADIGMS OF THE TOURISM MARKETING MIX 4E'S

Given the main strategic marketing options mentioned above, the premises of operational marketing management also tend to change. As an alternative to the Marketing paradigm and the traditional 4P's of the marketing mix (price, product, placement and promotion), tourism businesses tend to develop new operational management models reinvented now under the Marketing 3.0 paradigm and 4e's mix (emotion, exclusivity, engagement and experience) where brand management and online situation have a significant role.

FROM PROMOTION TO EMOTION: BRANDS & MORE BRAND

In a tourism market that tends more and more towards the characteristics of oligopoly, and alongside a tourism demand which is increasingly more comprehensive, diverse and global, brands tend to be a vital management element given that they give companies the necessary tools to cover their growing global business spectrum (concerning markets and products) and at the same time guarantee the means for the segmentation of its products and markets in an increasingly heterogeneous and global demand. In this scenario, brands are much more than a simple link in a business relationship between consumers and companies, and become an emotional asset. For this reason, tourism companies tend to ground their brands in a set of human and spiritual values and to create bonds and communities among its consumers. For instance, several companies have already created innumerable programs of responsibility and environmental awareness.

FROM PLACEMENT TO ENGAGEMENT

This is particularly relevant within the tourism services considering its immaterial and perishable dimensions. Inspired by the effects and action of C2C platforms known as virtual travel communities such as www.tripadvisor.com tourism companies have started to join these communities or to develop their own online spaces and tools and have ultimately entered the world of social media, especially through Facebook (McCarthy et al., 2010). More recently, Emirates Airlines, in order to celebrate to have reached one million fans on Face book, launched the following campaign: "In celebration of reaching 1 million Facebook fans, we have given our A380 a bit of a makeover. The aircraft, with the Facebook sticker, will be flying around the world and we want you to send us your pictures of the plane when you spot it. Just private message us here or send an email to facebook@emirates.com and we'll feature your picture on this page. Thanks again to everyone who participated in helping us reach this milestone!" (November, 2012).

FROM PRODUCT TO EXPERIENCES

These new communication tools also contribute for the strategic marketing of tourism business since the information gathered is used as a vital source for innovation and development of tourism products. On the one hand they ensure a fundamental means for the products/services' tangibility, offering consumers the opportunity to share with each other their evaluation and opinion about the product in an independent way. On the other way, they provide an information channel to the company to improve and customize its service based on the consumer himself – a process of co-

creation. “We observe three key processes of co-creation. First, companies should create what we call a “platform,” which is a generic product that can be customized further. Secondly, let individual consumers within a network customize the platform to match their own unique identities. Finally, ask for consumer feedback and enrich the platform by incorporating all the customization efforts made by the network of consumers”.

FROM PRICE TO EXCLUSIVITY

The ancillary revenues business model gives a sense of exclusiveness to the client, allowing him/her to create his/her tourism experience according to his/her needs. However it also important to bear in mind the increasingly competitive, global and transparent nature of the tourism market which demands a more active and dynamic management of the “value for money” offered by businesses in this sector. Given this context, companies tend to emphasize and reinforce the Revenue & Yield management philosophy and tools in their management models. “The move towards new tourism stimulated by a more quality conscious and independent minded consumer and by the new technologies now being used to maximize yield rather than volume” (Knowles, et al., 2004:16). This situation results from the fact that Revenue & Yield management focuses on the management of demand rather than supply, in contrast to the previous management premises and tools used so far. Until now the management of tourism business was conditioned by the premise that supply was a perishable good, a fact that reached its height with the over use of the last minute sales. This management philosophy turned out to be inadequate because it entailed a set of limitations to the process and financial performance of tourism businesses, namely in the loss of benefits and inadequate cash flow which were insufficient to the business financial needs.

MARKETING MIX IN SERVICES MARKETING

Marketing Mix in Services Marketing for marketing products, the four elements of marketing mix are product, price, distribution and production. In the case of services, there are three additional elements which are people, physical evidence and process¹ Product Marketing in general emphasizes on customer orientation and customer satisfaction. The concept of customer orientation makes it necessary to understand the components of the tourist product from the point of view of the consumer. The product of the tourist covers the complete experience from the time he leaves home to the time he returns. A product may be defined as the sum of the physical and psychological satisfaction it provides to the buyer. In the case of tourism product, the basic raw materials would be the country’s natural beauty, climate, history, culture and the people. Other aspects would be the existing facilities necessary for comfortable living such as water supply, electricity, roads, transport, communication and other essentials. ⁸² Tourist products, in other words can be seen as a composite product, as the sum total of a country’s tourist attractions, transport, accommodation and entertainment which hopefully result in consumer satisfaction. A number of tourist destinations have placed at the disposal of the tourist a large variety of tourist products in abundant quantity from a large number of competing destinations. This has led to the new concept i.e., the marketing concept in tourism.

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