Acceptance criteria in a Promotional Tourism Demarketing Plan

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Abstract

In a nature-based demarketing tourism plan the elaboration of promotional products are very important to reach the goals of encourage and awareness tourists to the demarketing measures used. The elaboration of a promotional product involves, in part, a creative process, making the evaluation of the final product subjective and, therefore, compromising the acceptance criteria and the finalization of the project. This work presents a tool for a common issue addressed in promotional tourism demarketing plans: raising environmental awareness. This tool can help to objectivate its acceptance criteria, making the process of acceptance of the final product (the promotional tourism demarketing plan) more objective, predictable and simpler.

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1. Introduction

Marketing currently occupies a major role in the success of organizations. Strategic marketing/demarketing planning involves finding or creating attractive opportunities, as well as developing marketing strategies that offer potential for growth, profitability and sustainability in the medium to long term. In the tourism industry, the role of elaborating the promotional tourism marketing, included in the marketing plan, is fundamental to promote attractiveness of products/tourism destinations. However, if we consider the possibility of implementing the promotion project, issues related to the end of the project emerge. According to Kotler's definition, marketing is a science and art to explore, create and deliver value to meet the needs of a profitable target market. The use of the word "art" always submits us to something subjective. The opinion about if a certain advertising product is good or not, is always related to the fact of someone liking it or not, and this is a subjective opinion. So, when will the conditions of acceptance of a delivery be met? The purpose of this paper is to find a tool that can be used before delivery, to pre-verify the existence of acceptance conditions of deliveries, providing measurability, so that the process of finalizing and accepting a nature-based demarketing promotion project becomes something less subjective and simpler to achieve.

2. Tourism Marketing Plan

The elaboration of a marketing plan involves: defining objectives and targets; deciding mix and budgets; create action programs; and monitoring and control. Objectives and targets are the goals to be achieved; Mix budgets involves the decisions related with the Marketing Mix (4P’s: product, price, promotion and place) and marketing budget; Action programs is the implementation of marketing plans to achieve the defined objectives and targets; Monitoring and control involves systems of monitoring the effects of the marketing plan and the control procedures to adapt it to the agreed targets. To design a successful marketing plan on tourism some specificities of the tourism industry must be considered. Fragmented supply: the tourism industry is composed by multiple services (accommodation, transportation, entertainment, etc.) and products are supplied by multiples agents. Interdependence within tourist services: tourism services and products are interrelated and are complementary, what means that an action on one of the stakeholders can have an impact on one or more of the others involved, and this impact could be positive or negative. Supply rigidity: most of the tourism services can't adapt quickly to a variation on demand. When there's an excess on demand a waste of resources can exist. But when an increase on demand occurs, that may lead to an impossibility to maximize revenues. Intangibles: the large majority of tourism products and services are related with the emotional experience of tourists. The expectation and the satisfaction of the touristic experience varies from tourist to tourist. Price elasticity of demand: most of tourism demand results from the use of personal discretionary disposable income and the free time of persons. In result of that, tourists are very sensitive to prices causing a high prices elasticity (small variation on prices causes high variations on demand). Seasonality: the causes of this so common characteristic in tourism market can be divided into two wide groups of factors: natural and institutional. The main natural cause is the weather, and the institutional factors are related to the periods of public vacations, that in most of the western industrialized countries are in summer months, or in Christian holidays. Experience feedbacks: the feedback of people who have experienced a touristic product or service, like visiting a place, influences the decision of future tourists that listen to their opinion. Specially now, when a lot of people share on the Internet their touristic experiences. In this way, the elaboration of a tourism marketing plan has multiple conditionings that result from the complexity of the tourism field. The various specificities of this industry along the concept of tourism and tourism product, where the consumer is part of the product itself, implicate taking them into account from the first very beginning.

3. Demarketing

With the growing concern for environmental sustainability, various measures associated with nature-based tourism have emerged to ensure that the resources used in tourism experiences maintain their regeneration capacity at acceptable levels, so that future generations can enjoy these resources too. Demarketing thus emerges as an important control tool in the excessive search for nature-based tourism destinations, making it possible to keep these places environmentally and economically sustainable. Kotler & Armstrong defines marketing as “… managing profitable customer relationship.”. They say that “The aim of marketing is to create value for customers and to capture value
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