

Training in tourism marketing techniques used in tourism marketing companies

Formación en técnicas de marketing turísticas empleadas en empresas comercializadoras de turismo

Treinamento em técnicas de marketing turístico usadas em empresas de marketing turístico.

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Abstract. In the present article a dissertation is made on the deductive and inductive reasoning in the process of investigation in the operation of the techniques of tourist marketing employed by commercializing companies of tourism, reflecting in takes to the force that binds it to the history the man with the attempt to survive and have new economic resources seeks the pulsation of its product using empirical marketing taking it to the present. Where marketing techniques are used in the case of tourism is related to tourism and tourism products leading to the satisfaction of tourists and the positive response that will be the result of the correct implementation and operation.

Key words: Consumer, experience, marketing, product. Tourist

Resumen. En el presente artículo se hace una disertación sobre el razonamiento deductivo e inductivo en el proceso de investigación en el funcionamiento de las técnicas de marketing turístico empleadas por empresas comercializadoras de turismo, reflexionando en toma a la fuerza que lo liga a la historia el hombre con el intento de sobrevivir y tener nuevos recursos económicos busca la pulsación de su producto utilizando el marketing de forma empírica llevándolo a la actualidad. Donde se emplean técnicas de marketing en el caso del turismo se relaciona con el turismo y sus productos turísticos conllevando a la satisfacción del turista y la respuesta positiva que será el resultado de la correcta implementación y funcionamiento.

Palabras clave: Consumidor, experiencia, marketing, producto. Turista

Resumo. Neste artigo, é feita uma dissertação sobre o raciocínio dedutivo e indutivo no processo de pesquisa sobre o funcionamento das técnicas de marketing turístico utilizadas pelas empresas de marketing turístico, refletindo sobre a força que liga o homem à história A tentativa de sobreviver e ter novos recursos econômicos busca pulsar seu produto usando o marketing empírico, trazendo-o até os dias atuais. Onde as técnicas de marketing são usadas no caso do turismo, elas estão relacionadas ao turismo e seus produtos turísticos, levando à satisfação do turista e à resposta positiva que será o resultado da correta implementação e operação.

Palavras-chave: Consumidor, experiência, marketing, produto. Turista

INTRODUCTION

This paper aims to demonstrate that people related to and not related to tourism are informed of the techniques used in a tourism campaign by all tourism marketing companies.

The term marketing is of English origin and was first used in the US in the 1920s. It is derived from the English word market. It is usually translated as Marketing or Marketing (French), marketing or marketing (Hispanic). It has also been translated as marketing, but this translation has not been very successful.

According to Santemas, (1999) Marketing is a way of conceiving and executing the goal of satisfying the parties involved and society, through the development, valuation, distribution and promotion, by one of the parties, of goods and services or ideas that the other person needs". (Escalante Gutiérrez) Tourism marketing is specialized in the areas and companies specialized in the tourism business. From beaches to shopping malls, this is responsible for making several sites designed in this nature attractive and touristic.

It should be noted that destination marketing is not the same as tourism. The destination company specializes in the use of certain strategies for the sale of tourist sites such as beaches and mountains.

In exchange, tourism marketing uses methods and strategies to advertise not only tourist sites but also hotels and the like in that field. To do this, it uses a range of product marketing strategies. This is fully responsible for the movement of any recreational area that benefits the tourist area.

If a company does not have the right product to stimulate demand, it cannot effectively carry out any commercial action. It can be said that the product is the starting point of the marketing strategy. From a commercial point of view, a product designates any good or service, or a combination of both, that have a set of physical and psychological attributes that the consumer considers to have a good to satisfy their wishes or needs. The tourism product is mainly a set of services, made up of a mixture or combination of elements of the tourism industry.

To create effective marketing methods and strategies in the area of tourism. It is always necessary to know what are the trends within the marketing. These depend on the desires or needs that the niche may have or be addressed, but they are vital when it comes to generating a new way of attracting potential customers.

Another important point is the image that must be imparted both in the country and in the area to be advertised. Both should be played in such a way that both become an attractive image and benefits for the site as well as its place of origin. This will attract more people while showing an air of accessibility and comfort.

Tourism marketing is the key to becoming known within the leisure travel environment. Despite being the same marketing strategies in common with that of destinations, it expands to hotels and sites that benefit from the tourism areas of a country worldwide.

MATERIALS AND METHODS

Product and services: From the point of view of the tourist, the tourist product or service covers the complete experience from the moment you leave your usual place of residence until you return to it.

The definition that the author Miguel Ángel Aserena collects on the tourist product would be the following: “It is a set of benefits, materials and immaterials, which are offered with the purpose of satisfying the wishes or expectations of the tourist... it is a composite product that It can be analyzed based on the basic components that make it up: attractions, facilities and access.”

The consumer's purchase decision in relation to tourist services.

The consumer will look for information on the existing offers in the market that can adequately satisfy their needs and will evaluate the alternatives that

are offered to them, the consumer will select the one that they consider satisfies their needs.

The entire purchase decision process is influenced and conditioned by variables and marketing stimuli to which it may be exposed to the consumer, represented by various commercial offers or marketing combinations of operators in the travel and tourism industry.

Consumer behavior in tourism refers to the set of activities that a person carries out from the moment they experience the need to travel until the moment they make the purchase and use the different tourist services. The study of such behavior includes the analysis of all the factors, internal and external, that influence the actions carried out and the choice of a specific tourist product.

The main determinants of tourism demand are:

Economic factors: the economic situation. In the source markets it is the main determinant of the volume of demand, the main source markets are those with the highest levels of economic development.

Geographical factors: the climatology of both the place of origin and the place of destination.

Relative prices: it is the main determinant of short-term tourist demand in the vacation segment of the market.

According to Philip Kotler's definition of "market segmentation is the subdivision of the market into the homogeneous subset of customers, in any subset it is possible to be selected as a marketing objective with which the different marketing mix was achieved"

It is a process of identifying and characterizing, by applying statistical techniques, subgroups of consumers within the same market that present different needs. Its usefulness lies in reducing the risk involved in decision-making.

Segments must meet certain requirements, mainly they must be classes or groups as heterogeneous among themselves as possible and they must be made up of homogeneous consumers in their perceptions, preferences or needs.

To meet the requirements in the segments, they must resort to both the general characteristics of the individuals who make the purchasing decision process and the characteristics of their purchasing behavior: needs they seek to satisfy, perceptions or preferences.

- It enables the identification of customer needs within a sub-market and the most effective design of the marketing mix to meet them.
- Medium-sized companies can grow faster if they gain a solid position in specialized market segments.
- The company creates a more refined product or service offering and sets the appropriate price for the target audience.
- The selection of distribution and communication channels is greatly facilitated.
- The company faces fewer competitors in a specific segment.

New growth opportunities are generated and the company gains a considerable competitive advantage.

Intangibility. Tourism products have tangible and intangible components.

The tangibility is observed in a hotel bed, the overbooking, the quality of the food. The tangible part is the tourist product itself, as offered by the tourist services company.

They hope to get them. This component of intangibility makes consumers unsure of what they buy, nor of the benefit that they will really obtain when they consume the product.

Expiration. Tourism products cannot be stored.

- Add and sustainability. The tourist product is formed from the aggregation of several components, some of which can be replaced immediately by another.
- Subjectivity, individuality, immediacy and simultaneity of production and consumption. It is subjective because it depends on the conditions in which customers and borrower are at the time of consumption. The satisfactions it produces are individual and different from one person to another. Its consumption is simultaneous to its actual manufacture, so that the product is actually created at the same time that it is consumed.

For Hernández Sampieri, R., et al (2006, p. 107) "the inductive method is applied in the discovered principles to particular cases, from a trial link".

According to Ander-Egg, E. (1997, p. 97) "it is the reasoning that, starting from particular cases, rises to general knowledge. This method allows hypothesis formation, scientific law research, and demonstrations. The induction can be complete or incomplete".

In this article, the inductive-deductive method is applied to collect background information on the basic marketing techniques used in the tourism sector, for the sale and marketing of tourism products.

RESULTS

The results of the survey reveal the sociodemographic profile of the consumer who has knowledge of the subject developed.

Occupation: of the total of 31 surveys, 25 are students, which represents 81% of the respondents, while 6 are professionals and represent the remaining 19%.

Sex: Of the 81% of the students, 70% are women and 30% are men. As for 6% of professionals, half are men and the other half are women.

The data from questions 1 to 5 are presented below. In this section, the ranks of 18 to 23 years and 24 to 33 years were taken as students. When asked respondents their consideration of the influence of tourism marketing on behavior, the following data were obtained:

45% of respondents "totally agree", 54% agree, 1% "neither agree nor disagree", 0% "disagree", 0% "strongly disagree".

By asking respondents their consideration of satisfaction based on consumer experience, the following data was obtained

64% of the respondents "totally agree", 35% "agree", 1% "neither agree nor disagree", 0% "disagree", 0% "totally disagree".

When asked the respondents their consideration of the marketing techniques "Face to Face" is correct by the tourism marketing companies, the following data were obtained

42% of the respondents agree "totally agree", 42% agree, 15% "neither agree nor disagree", 1% "disagree", 0% "totally disagree".

By asking respondents their consideration about the importance of marketing techniques and their contribution to increasing demand for tourism products, the following data were obtained

54% of those surveyed agree "totally agree", 45% agree, 1% "neither agree nor disagree", 0% "disagree", 0% "totally disagree".

By asking respondents their consideration about the importance of marketing techniques and their contribution to increasing demand for tourism products, the following data were obtained

54% of the respondents agree "totally agree", 45% agree, 1% "neither agree nor disagree", 0% "disagree", 0% "totally disagree".

Throughout this research, it is possible to demonstrate the importance of tourism marketing techniques used by tourism marketing companies. It was observed that the potential future clients have an affinity with the marketing

techniques used up to now for the commercialization of a tourist product and its optimal result for the increase of the economy. Where whose techniques can manage that any ordinary person can use in their potentially growing company, thus leaving customer satisfaction and a good consumer experience.

CONCLUSIONS

Tourism is one of the sectors with the greatest contribution to the country's economy. With the plan to keep the importance of marketing techniques running, innovation is reached for the sale of tourism products offered by the country. Turning it into an economic and tourist power.

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